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Realty 3

Carroll & Agostini

Mitchel Agency

Valley Properties

Setting the Stage for Your Sale

Realty3 Carroll & Agostini – Mitchel Agency – Valley Properties



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Selling is a Mindset

- ❖ Once you have decided to sell your house it is no longer a home it is a product for sale
- ❖ Buyers have so many choices so if your objective is to secure top dollar for your sale
 - ❖ It must be ‘staged’ to look like a model home
 - ❖ The ‘product’ must be in top working order, colors need to be neutralized and fixtures updated
- ❖ Planning can minimize the \$\$\$ needed



Facing the Reality

- ❖ Getting a house prepared to market requires time, planning and a lot of effort
- ❖ No one will buy your problems and they certainly won't pay top dollar for them
 - ❖ Just because 'you lived with it like this', doesn't mean that someone else will
 - ❖ Making major or minor repairs can't be avoided



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Your Homework

- ❖ Start watching the home improvement shows on HGTV - Designed to Sell and Get it Sold!
- ❖ Both shows and others will help you understand that removing clutter, updating fixtures, removing or re-arranging furniture, making minor repairs or improvements and painting to neutralizing color palates can go a long way to achieving your objective



First Things First

- ❖ Before you start anything, secure the services of a Realtor® who is specifically trained to stage property and represent seller clients
- ❖ Your real estate professional will provide you with a counseling session and assess your property on a room-by-room basis
- ❖ You will be provided with a 'to do' list and two ranges of sale – 'As Is' and updated condition



Start Packing

- ❖ When showcasing a property, the objective is to make rooms look spacious, organized, inviting and be in real 'Move-in' condition
- ❖ Since you are moving anyway – start packing!
- ❖ Pack all off season and extra clothing
- ❖ Organize closets; toss away unwanted items
- ❖ De-clutter and clean all rooms



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Areas of Improvements

- ❖ Curb Appeal
- ❖ Kitchen
- ❖ Bathrooms
- ❖ Master Bedroom and other Bedrooms
- ❖ Living, Dining and Family Rooms
- ❖ Backyard, decks, patios, porches
- ❖ Pets, Odors, Toys



Curb Appeal

- ❖ You can never replace a first impression
- ❖ How inviting does your house look?
- ❖ If the outside is not inviting, many buyers may elect to not view the inside
- ❖ Freshly paint your front door and steps, trim shrubbery, insure walkways are in good condition, get a new 'welcome mat', update the mailbox and outdoor lighting if necessary



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Kitchens

- ❖ A tired, old kitchen can reduce the value of your home by 10-20% !!!
 - ❖ This is where your updating dollars really pay off
- ❖ Cabinets and hardware needs look great
 - ❖ Cleaning, Painting and/or updating is important
- ❖ Counter tops need to be clutter free
- ❖ Floors, appliances, faucets, lighting, colors and window treatments must look updated



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Bathrooms

- ❖ After the kitchen, a dated bathroom can either prevent buyers from making an offer or bidding far lower than desired
- ❖ Pay particular attention to fixtures, lighting, faucets, walls/ceilings, mirrors, window treatments, counter/vanity and storage space
- ❖ Shower curtains, mats and towels should be 'guest ready' so that visitors are impressed



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Master & Bedrooms

- ❖ Buyers expect a master bedroom to look spacious and feel like a retreat or luxury hotel
 - ❖ Minimize furniture; remove old/dated carpeting; neutralize colors, window treatments and bedding
 - ❖ De-clutter closets so they don't look over-stuffed
- ❖ De-personalize the children's rooms
- ❖ If you have an extra room set it up as a guest bedroom or home office



Living, Dining & Family Rooms

- ❖ When selling a property it's 'staged' differently than how you actually live in it
- ❖ Most rooms usually have too much furniture
- ❖ Focal points like fireplaces must be featured, family photos and 'collections' removed
- ❖ Artwork, paint colors, window treatments need to be simple; flooring and light fixtures must look updated



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Decks, Patios, Porches

- ❖ If staged as outdoor living areas, decks, patios and porches can add substantial value
- ❖ Making these areas look relaxing, comfy, inviting and positioned for entertaining will appeal to today's buyers
- ❖ Flowers and plants will go a long way to dressing the area
- ❖ Shrubbery must be tamed and lawn mowed



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Pets, Odors, Toys

- ❖ For fantastic, easy solutions on how to clean, organize and de-clutter anything go to <http://www.HouseKeepingChannel.com>
- ❖ Not everyone will appreciate your pets, pet stains, items or odors must be addressed
- ❖ Seek out deodorizing products and candles to neutralize cooking odors and aromas
- ❖ Put toys away or they overtake a room



Get Advice First

- ❖ Not all 'improvements' will add value!
- ❖ Before you do anything or spend any money, get some professional advice
- ❖ Some Realtors® have advanced training in representing sellers and have the staging skills necessary to help you make the most of your time, effort and investment
- ❖ The right advice will turn 'for sale' to **SOLD!**



About Realty3

- ❖ Realty3 is a large independent firm with a local presence and an International Network
 - ❖ Offices to serve you throughout the Central CT and CT Shoreline areas
- ❖ Realty3 is a full service real estate firm with the following divisions: Residential, Commercial, Foreclosure, International & US Relocation, Auction, Rentals, New Construction, Property Management
- ❖ Our highly skilled professionals are ready to help you with any of your real estate needs

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