

COMMON MISTAKES HOMEOWNERS MAKE WHEN PLACING THEIR HOMES ON THE MARKET

- **FAILURE TO THOROUGHLY DEEP CLEAN THE HOME ESPECIALLY THE KITCHEN AND BATHROOMS** – A dirty house an immediate buyer turn-off. The two most important areas are the kitchen and the bathrooms. Another critical area is the floors – all carpets and rugs.
- **FAILURE TO DE-CLUTTER THE ENTIRE HOME** – The disorganization will directly affect the buyer's ability to focus on your home and they will most likely overlook your key selling features. In addition, clutter has the effect of making your home appear smaller than it is as the “open” feeling is gone.
- **FAILURE TO DE-PERSONALIZE YOUR ENTIRE HOME** –Your home is your comfort zone and it is filled with all of your personal memorabilia, but to the buyers it represents a huge distraction.
- **FAILURE TO USE NEUTRAL COLORS WHEN PAINTING BOTH INSIDE AND OUTSIDE**–While your favorite colors may be the exact complement to your living style, the shades and hues may be a complete distraction and turn-off to the buyers. The best way to present a home is for the wall colors to be painted a neutral color.
- **FAILURE TO SPOTLESSLY CLEAN THE WINDOWS AND WINDOW COVERINGS** Nothing is more distracting to a buyer than to be looking at a view through a dirty window. This area, as in cleaning the carpets is best left up to the experts.
- **FAILURE TO MAKE YOUR PETS DISAPPEAR**– While your pets are a loving member of your family, for the buyers their presence, food and boxes are generally a turn-off. Every trace of their presence should be removed.
- **FAILURE TO SPRUCE UP YOUR CALLING CARD – YOUR LANDSCAPING**– A healthy, neat, trimmed and well maintained yard and flower beds are the keys to getting the buyers up to the front door.