



MCCOETIPS

TIPS FOR
SHOWING
YOUR
HOME!



1. DETACH FROM THE STUFF

Home experts agree the first and most important step to a successful listing is to emotionally separate from the house and the objects within it.

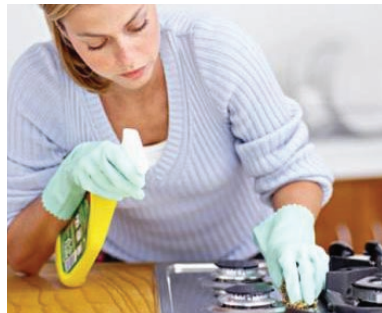
Letting go of the emotional connections to the items inside the home will make you more objective about any necessary changes and more open to Realtor and buyer feedback. To ease the selling process, embrace the idea that your house is a commodity that needs to be sold, and transfer any emotional connections to your new destination.

Don't forget: Foyer tables, fireplace mantels and refrigerator doors are popular display spots for loads of personal items like holiday cards, children's artwork, pictures and trophies. Pare down or clear off these spots for showings.



2. MAKE SURE IT LOOKS CLEAN

Cleaning seems so obvious, and is inexpensive, but the lack of it is one of the biggest complaints agents hear. Hopefully, you've done the big scrub leading up to the open-house day: carpets steamed, floors mopped, window wiped, appliances scoured. But on the day of showing don't overlook little details like crumbs on the table from breakfast, toothpaste remnants in the sink, half-full trash cans on display and dust bunnies in rooms you don't frequent. Straighten the



bedspreads in all the rooms, put away loose shoes in hallways and tuck away pet beds and bowls. For added visual appeal and a more spa-like vibe, switch to new, clean towels just before a showing.

Don't forget: Wipe down surfaces that people would naturally touch, such as stair banisters, hand rails and items that have inviting textures.

3. MAKE SURE IT SMELLS CLEAN TOO

Besides a home's visual appeal nothing triggers more comments



then scents. Diffuse cooking, pet and musty odors by airing out the home with open windows or air purifiers. Comforting smells, like baking bread or brewing coffee, can be appealing to most potential buyers. But beware of strong spray scents, candles or other products.

Don't forget: Pet foods, toys, litter boxes and blankets may have distinct smells. Stow these items or take them out of the house during showings.

4. REMOVE SIGHT-LINE IMPAIRMENTS

Artists, architects and designers are well versed in the simple trick of drawing the eye to something appealing, whether it's a unique color, the next room or a special view. Eliminate items such as knickknacks, toys, small appliances and bath products that stop the eye or worse, make spaces look smaller.





Though many rugs add warmth and color, consider rolling them up if they break up a room disjointedly or if they obscure attractive selling points like stunning hardwood floors or beautiful tile work. Bathrooms, especially small ones, will look bigger without the rugs. If it's a huge master spa bath with a coordinated rug, then it can stay if it warms up a big, cold space. Have bins or baskets on hand to clear off countertops, floors, tables and desks.

Don't forget: Store tablecloths and dish towels to accentuate a kitchen's workspace and appliances. Kitchens look bigger if your eye does not stop at the dishtowel on the oven, dishwasher and sink.

5. IMPROVE TRAFFIC FLOW

Over time, homeowners become desensitized to what their possessions look like and where



they are placed. Walk through each room and determine if the furniture arrangement contributes to a comfortable flow and use of space, or if it simply is that way because that's how it has always been.

Don't forget: Too little furniture can be just as bad as too much. A tiny couch in a large family room might prompt buyers to worry they'll never be able to furnish the whole space. If needed, repurpose pieces from spare rooms to comfortably fill out an area.



6. CREATE THE "GOLDILOCKS EFFECT"

No matter what time of day or year, the home's temperature, lighting and noise levels should be just right during an open house. Room temperatures should be not too hot and not too cold. Blinds, shades and drapes should be open, and lights should be on.

Don't forget: Let in pleasant ambient sounds from birds chirping outside to a soothing water feature. Calming music in the background, high enough



to hear but low enough to not overwhelm, can do wonders.

7. BE STRATEGIC ABOUT HANDOUTS AND VALUABLES

Documents about the home, especially with attractive photos, should be readily accessible. Have property brochures and information in the foyer area, located on a console or table with some fresh flowers. Buyers can pick up that information upon entering or leaving. Whether it's an invitation-only showing or a large opening for the masses, it's important to safeguard valuables, personal information and sensitive items. Stow small items like electronics, jewelry and prescription medications, and protect financial statements and documents.

Don't forget: "Shut off and password-protect computers too."





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