

Showing Your Home

The key to showcasing a home for buyers is to create a “good flow.” People want to move easily from one room to another. Having already prepared your home for sale, your house should be clean and free of clutter. Now create an ambiance that makes people want to stay.

Depersonalize:

Potential buyers typically spend 10-15 minutes in a home. Remove personal mementos. Don't distract buyers with family photos or collectibles. They must be able to imagine themselves living and entertaining in the house.

Create a Mood:

Play on the senses. Play light Jazz or Classical music softly in the background. Eliminate food and pet odors with a clean smelling detergent, not a heavy smell that can potentially irritate a sensitive shopper. Decorate with live plants, avoiding lilies; although beautiful, a great number of people are allergic to their strong perfume. Turn on the lights for a warm welcome.

Go for a Walk:

Always vacate the home before a potential buyer arrives. Excuse yourself with an errand if caught by surprise from an early guest or a curious passerby. People feel more comfortable when the owner is not present and can freely comment and ask an agent questions. Tucker Associates agents will schedule appointments for viewing and will be present during showings.

Do Not Apologize:

Remember, your agent is representing you. Don't apologize for a home that shows it has been well loved and a little worn in appearance. Deflect derogatory comments and objections to your agent. Tucker Associates real estate agents are skilled negotiators who will market the most appealing features of your home.