

## 21 Ways to Sell Faster

1. First Impressions are Lasting – The front door greets the prospect. Make sure it is fresh, clean and scrubbed. Keep lawn trimmed and edged, and the yard free of refuse.
2. Decorate for Quick Sale – Faded walls, dirty woodwork and worn carpet reduce appeal. Why try to tell the prospect how your home could look, when you can show him by redecorating? A quicker sale at a high price will result. A small investment in paint, wallpaper and clean or new carpet is money well spent.
3. Let the Sun Shine In – Open draperies and curtains and let the prospect see how cheerful your house can be. Dark rooms are not appealing and make your house appear smaller.
4. Fix that Faucet – Dripping water discolors sinks, and suggests faulty plumbing.
5. Repairs Can Make a Big Difference – Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from value. Fix ‘em!
6. From Top to Bottom – Display the full value of your attic, garage and other utility spaces by removing unnecessary articles. Brighten dark, dull garages by painting wall and ceilings.
7. Safety First – Keep stairways clear. Avoid cluttered appearances and possible injuries.
8. Make Closets Look Bigger – Neat, well-organized closets make them appear large. Box up the clothes you don’t or aren’t using. Closets can sell a house.
9. Bathrooms Help Sell Homes – Check and repair caulking in all bathtubs/showers. Fix and replace “seats” – Make the room sparkle!
10. Arrange Bedrooms Neatly – Remove excess furniture. Use or buy attractive bedspreads and freshly laundered curtains.
11. Can You See the Light? – Illumination is like a welcome sign. The potential buyer will feel a warmth when you turn on all the lights for a showing.
12. Three’s a Crowd – Avoid having too many people present during showings. The potential buyer will feel like an intruder and hurry through the house.
13. Music is Mellow – But not when showing a house. Turn off the blaring radio or television. Let the salesperson talk – free of disturbances.
14. Pets Underfoot? – Keep them out of the way – some prospects are afraid of pets. Also, pets sometimes “smell.” Invest in some potpourri at a gift store and boil it on the stove before a showing.
15. Silence is Golden – Be courteous but don’t force conversation with a potential buyer. He wants to view your house – not pay a social call.

16. Be It Ever So Humble – Never apologize for the appearance of your home. After all, you are living in the house. Let the trained salesperson answer any objections – which is his/her job.
17. In the Background – The salesman knows the buyer's requirements and can better emphasize features of your house – when you don't tag along. Don't tag along!
18. Why put the Cart before the Horse? – Trying to dispose of furniture and furnishings to the buyer before he has purchased the house often loses a sale.
19. A word to the Wise – Let your REALTOR discuss price, terms, possession and other factors with the prospect. Your REALTOR is eminently qualified to bring negotiations to a more favorable conclusion.
20. Use our Salesmen and Saleswomen – We ask that you show your home to prospective customers only by appointment through this office. We are trained to qualify prospects and eliminate "lookers." Your cooperation will be appreciated and will help us close the sale more quickly.
21. List your home with Art Furtney!