

# 20 STEPS TO HELP SELL YOUR HOME



As a homeowner, you can play an important part in the timely sale of your property. Following the right steps will help your United® Real Estate Sales Agent sell your home faster, at the best possible price.

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**MAKE THE BEST FIRST IMPRESSION** – A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. As does a freshly painted – or at least freshly scrubbed – front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. The fewer obstacles between prospects and the true appeal of your home, the better.

**INVEST A FEW HOURS FOR FUTURE DIVIDENDS** – Here's your chance to clean up in real estate. Clean up in the living room, the bathroom, the kitchen. If your woodwork is scuffed or the paint is fading, consider some minor redecoration. Fresh paint or wallpaper adds charm and value to your property. Prospects would rather see how great your home really looks than to hear how great it could look "with a little work."

**CHECK FAUCETS AND BULBS** – Dripping water rattles the nerves, discolors sinks and suggests faulty or worn-out plumbing. Burned out bulbs leave prospects in the dark. Don't let little problems detract from what's right with your home.

**DON'T SHUT OUT A SALE** – If cabinets or closet doors stick in your home, you can be sure they will also stick in a prospective buyer's mind. Don't shut out a sale with doors that creak or stick. Some simple repairs and maintenance can put them back in working order.

**THINK SAFETY** – Homeowners learn to live with all kinds of self-set booby traps: roller-skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. Make your residence as non-perilous as possible for unlimited visitors.

**MAKE ROOM FOR SPACE** – Remember, potential buyers are looking for more than just comfortable living space. They're looking for storage space, too. Make sure your attic and basement are clean and free of unnecessary items.

**CONSIDER YOUR CLOSETS** – The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity.

**MAKE YOUR BATHROOMS SPARKLE** – Bathrooms sell homes, so let them shine. Check and repair damaged or unsightly caulking in the tubs and showers. For added allure, display your best towels, mats and shower curtains.



**CREATE DREAM BEDROOMS** – Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads and fresh curtains are a must!

**OPEN UP IN THE DAYTIME** – Let the sun shine in! Pull back your curtains and drapes so prospects can see how bright and cheery your home is.

**LIGHTEN UP AT NIGHT** – Turn on the excitement by turning on all of your lights – both inside and outside – when showing your home in the evening. Lights add color and warmth, and make prospects feel welcome.

**DEPERSONALIZE** – The first thing you want buyers to see is themselves living in your home. Help them envision their life living in your space by removing personal photos, awards, hunting trophies, monogrammed items and collections.

**WATCH YOUR PETS** – Dogs and cats are great companions, but not when you're showing your home. Pets have a talent for getting underfoot. So do everybody a favor and keep Kitty and Spot outside, or at least of the way.

**PURCHASE A HOME WARRANTY** – Buyers make higher offers on homes they won't need to fix. Give them the confidence to pay more for your home with a home warranty for future appliance and home system repairs.

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# MAKE YOUR MOVE WITH UNITED!

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**RELAX** – There is a reason you hired a professional. Your United Sales Agent has the training, expertise and resources to assist prospects as they tour your home.

**DON'T APOLOGIZE** – No matter how humble your abode, never apologize for its shortcomings. If a prospect volunteers a unflattering comment about your home's appearance, let your experienced United Sales Agent handle the situation.

**ARM YOUR AGENT** – Nobody knows your home as well as you do. Make sure your United Sales Agent is acquainted with the best and finest features of your house. They know buyers – what they need and what they want. With the right information, your United Sales Agent will have an easier time articulating the virtues of your home.

**REDUCE DISTRACTIONS** – When prospective buyers come to see your home, don't distract them with offers to sell furnishings you no longer need. This may cause you to lose the biggest sale of all.

**DEFER TO EXPERIENCE** – When prospective buyers want to talk price, terms or other real estate matters – let them speak to an expert – your United Sales Agent.

**HELP YOUR AGENT** – Your United Sales Agent will have an easier time selling your home if showings are scheduled through their office or scheduling platform. You'll appreciate the results!