



MARC-AARON CORPORATION

▪ REAL ESTATE SALES & INVESTMENTS . . . SINCE 1968 ▪

Preparing & Showing Your Home

Don't Panic: You come first. This is your home, and your life to live, do the best you can & then don't worry.

First Impressions: An inviting exterior insures inspection of the interior. Keep your lawn trimmed and edged, flowerbeds cultivated, the yard free and clear of refuse.

Decorate For A Quick Sale: Faded walls and worn woodwork reduce desire. Do not tell the prospect how the place can be made to look, show them by making it look great. A quicker sale at a higher price will result.

A Clean Home Is A Happy Home: Bright, cheery windows and unmarred walls will assist your sale.

Fix That Faucet: Dripping water discolors the enamel and calls attention to faulty plumbing.

A Day With The Carpenter: Loose doorknobs, sticking drawers and warped cabinet doors are noticed by the prospect. Have them fixed.

Closet Illusions: Clothes properly hung, shoes, hats and other articles neatly placed, will make your closets appear adequate. Pack and store excess items.

Check The Bathroom Twice: Bright and clean bathrooms sell many homes. Keep toilet lids down.

Bedroom Living: Bedrooms are always important features. Arrange them to feel spacious and clean.

The Brighter The Better: Illumination is a welcome sign. For after-dark inspections, turn on your lights from the front porch in and throughout. The prospect will feel a glowing warmth. Also turn on lights in the daytime for rooms that are not so bright.

Three's A Crowd: When a Realtor and the prospect arrive you should greet them courteously, then disappear. Children and pets should be kept clear. Don't volunteer any comment unless asked. Remember the prospect is there to view the home.

Shut off the Television: The radio or TV can distract from your home. Let the agent and the buyer talk free of any disturbances.

Love Me, Love My Dog (or Cat, Bird, Etc.): This does not apply in house selling. Keep pets out of the way, preferably out of the house.

Be Aware of Odors: People will linger in a fresh, pleasant smelling home. Stale air, or bad odors, make them want to get out and can ruin the sale.

Be It Ever So Humble: Please don't apologize for appearance of your home. After all, it is lived in. Let the agent answer any objections that are raised.

A Word To The Wise: Do not discuss price, terms, possession or other factors with the customers. Refer them to us. As a seller, most anything you say could compromise your position. As a third party, a Realtor can better bring the negotiation to a favorable conclusion.

CAUTION: Please show your house to prospective customers only when accompanied by a Licensed Realtor.