



## **Curb Appeal: How to Make Your Home Appeal to Potential Buyers**

### ***Q: What can I do to make sure that my home "stands out" for potential buyers?***

**A:** Sure, most buyers have their idea of finding a "dream home;" however, the vision of a dream home can vary drastically from buyer to buyer. As a seller, you have or will most likely make updates and improvements to capture the attention of those buyers. So how do you "stage" your home so that it can shine? Here's some helpful tips:

#### **Curb Appeal**

Any real-estate professional will tell you that the first thing you need to concentrate on when planning to sell is "curb appeal" -- how the exterior of your home appears from the street. Sometimes, it's as simple as keeping the lawn mowed and the hedges trimmed. Perhaps your house needs some touch up paint or the porch/deck power washed.

If you have a smaller sized home, you'll want to adopt a minimalist approach to the exterior of the house. Choose the lightest possible neutral colors for your home's exterior and draw attention to gables or other features that make the home appear larger.

With landscaping, don't assume that more and bigger is better. It is far better to use the right plants and trees in strategic locations than to over-plant. A crowded landscape can look unkempt and make a house appear smaller. It is imperative to keep trees, tall hedges and bushes well trimmed.

Elegance is the key to curb appeal. Focus on a multi-seasonal approach that will make the landscape look attractive regardless of the season. Multi-colored flowers and greenery, nicely trimmed bushes and a few flowering trees may be all you need to make your home have that elegant, welcoming feel that all potential buyers are looking for.

#### **Clear the Clutter**

The first step is to remove as many of your belongings as possible from the home before potential buyers visit. This may mean packing your belongings and temporarily putting them in the garage or even a storage unit. It may also mean removing some of your furnishings from the home to open up the available space. Take a walk through your home and pay attention to

rooms that feel overcrowded with "personal stuff." Your instinct is probably correct and will show you where to begin the process of downsizing.

### **Brightness is Critical**

Once you have begun clearing out space in your home, take a look at the amount of light coming into the rooms. A bright room appears larger than a darkened room. Consider taking down your heavy or colorful drapes in favor of simple blinds and sheer curtains. Another advantage to using blinds instead of curtains is that blinds are not obtrusive and cover little more than the window itself. Select blinds that closely match the wall color.

### **Keep Color Simple**

Neutral colors are the best choice for owners who need to showcase a home. Potential buyers can envision your home with their tastes and furnishings more easily if you make the home as neutrally colored as possible.

### **Décor**

Homeowners often focus on making their home décor minimal throughout the selling process. Those selling small homes need to go one step further. Placing mirrors strategically throughout the home may make it appear larger. Also, fresh flowers and plants add a nice feel.

### **Highlight Updates**

If you have recently updated your kitchen or bathroom(s) or added a deck in the backyard, draw attention to those details. A home with a bright, updated kitchen is much more likely to entice prospective buyers. Many homes also have creative storage space that should be featured. Highlight your use of space. Make sure that storage areas are well-lit and as clean and clutter-free as possible.

### **Conclusion**

With a little time, attention, and a healthy dose of patience, you can successfully sell your home. You need to attract buyers and interest them from the very first moment when they see your home, either online or by driving past it. By following the simple advice above, you are well on your way to attracting and enticing potential buyers. You will stand a good chance of selling your home to someone who will love and appreciate it as much as you have over the years.

### **Need Additional Selling information?**

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