

## 20 Tips to Help Sell Your Home Quickly "HOME MARKETING SYSTEM"

*You can help sell your home quickly and at the Highest Value the Market will bare with a little extra effort on your part. These 20 tips have proved invaluable to homeowners and worth your special attention.*

- **First impressions are lasting.** The front door greets the prospect . . . Inspect the front door making sure it's clean and looks fresh. Keep your lawn trimmed and edged and all debris picked up.
- **Decorate for a quick sale.** Faded walls and worn wood work reduce appeal. A new touch of paint will help sell your home.
- **Let the sunshine in.** Open draperies and curtains and let the prospects see how cheerful your house can be.
- **Fix the faucet!** Dripping water discolors sinks and suggests faulty plumbing. Remember "*Eye of the Beholder!*"
- **Repairs can make a "BIG" difference.** Loose doorknobs, sticking doors and windows, warped cabinet doors and drawers, broken mail box, unsightly roof gutters, rotten and/or unpainted exterior woods and other minor flaws detract from your home's value. GET Them Fixed! **REMEMBER**, when prospective BUYERS see things that are in need of repair, they begin to worry about the total condition of your house and devalue your Listing Value.
- **Show from Top to Bottom.** Display the "**Full Value**" of your house, do not forget the attic, basement, and other utility space by removing all unnecessary articles. Brighten dark and dull areas by painting the walls with soft pastel colors. **Ron** will offer you 'Help Guides'.
- **Safety first!** Keep stairways clear, avoid a cluttered appearance and possible injuries. Remember, prospects will walk away with a positive or negative vision as to the Total Presentation your house gives!
- **Make closets look BIGGER.** Neat, well-organized closets show that the space is ample.
- Bathrooms help sell homes. Check and repair thoroughly, faucets and shower heads. Cut out old caulking and replace with fresh caulking. Thoroughly clean and freshen always keep your bathrooms "Flower Fresh making these rooms sparkle!" **Ron** will render his advice during his inspections.
- **Arrange bedrooms neatly.** Remove excess furniture and use attractive bedspreads and freshly laundered curtains.
- **Music is mellow . . .** But not when showing a house. Turn off the radio and television. Allow the sales agent and buyer to talk freely without any disturbances.
- **Can you see light?** Illumination is like a welcome sign. The potential buyer will feel and see a glowing warmth when all lights are turned on for an evening inspection. Always have your window drapes open for full effects for day presentations!
- **Three's a crowd!** Avoid having too many persons present during home showings and inspections! The potential buyer's will feel like an intruder and will briskly walk through your

house . . . Allow them to talk to their agent freely and excuse yourself during presentations.

- **Pets underfoot!** We all love our pets - but not when showing houses. Please keep your little darlings out of the way and not interfering with the presentation.
- **Silence is GOLDEN.** Be courteous but do not force conversation with potential buyers. What you say in innocence may hurt your sale. Allow **Ron** to speak for you.
- **Be it ever so humble.** Never apologize for the appearance of your home. After all, it's lived in! Sometimes your home will be inspected by buyers when you are not completely ready . . . Allow the trained agent answer any objections - it's their job. It's best that you not be present during buyer showings. **Ron will help you 'Stage' your home.**
- **Stay in the back ground.** The agent knows the buyer's requirements and can better emphasize your home's features. Allow your agent's descriptive Brochure/Flyer explain the important details and points of interest. Let **RON "YOUR AGENT"** handle the questions!
- **Why put the cart before the horse?** Trying to dispose of furniture and furnishings to the potential buyer before he or she has purchased your property often loses the sale! Wait and allow your agent to handle this in the appropriate time!!!! Follow **Ron's** professional leadership!
- **A word to the wise.** Let your **REALTOR®** discuss price, terms values, possession, and all other factors with the customer. They are qualified bringing negotiations to a favorable conclusion. **Your Agent is working for YOU! Allow Ron to do so!**
- **Very Important — Use your REALTOR®.** Show your home to prospective customers only by appointment and through your Agent! Your cooperation will be appreciated and can help close the sale more rapidly and always, always keep safety in mind! Allow your **REALTOR®** to handle the appointments and showings of your property. Your safety is very important to us.

Call Ron for all your real estate needs!  
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[RonHidalgo@MindSpring.Com](mailto:RonHidalgo@MindSpring.Com)  
[www.RonSellsAlabama.Com](http://www.RonSellsAlabama.Com) [www.SaundersRealty.Net](http://www.SaundersRealty.Net)  
e-mail: [RonHidalgo@MindSpring.Com](mailto:RonHidalgo@MindSpring.Com)

**Ron P. Hidalgo, REALTOR®/Broker** associated with **SAUNDERS REALTY Montgomery, AL.**  
Call Ron Today ⇨ (334) [546-1410](tel:546-1410) or Toll Free: [1.866.508.3535](tel:1-866-508-3535), e-mail: [RonHidalgo@MindSpring.Com](mailto:RonHidalgo@MindSpring.Com)

Ron's real estate experience began in 1970 building homes and real estate in 1984.

Ron offers experience, stability and confidence, "*Professional and Quality Service is not Expensive, It's Priceless!*"

Don't hesitate or procrastinate. **Call Ron TODAY!** (334) [546-1410](tel:546-1410) @ **SAUNDERS REALTY**