

5 KEY STEPS TO SELLING YOUR HOME



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Step #1 Take the home out of your house

- De-personalize your house: The presence of personal items can hinder potential buyers from envisioning themselves living there.
- Streamline belongings: Remove a third of your belongings and store them to create a more neutral atmosphere.
- Exclude personal items: This includes family photos, memorabilia, and personal keepsakes.
- Explore professional home staging: Hiring a home stager can optimize your home's appeal to buyers.
- Highlight the floor plan: Staging involves arranging furniture to showcase the layout and maximize space utilization.

Step #2 Enhance the brightness for maximum appeal

- Enhance home lighting: Good lighting ranks high on buyers' preferences after location.
- Remove drapes: Create a brighter ambiance by taking down heavy drapes.
- Clean windows: Ensure clean windows to allow natural light to illuminate the interior.
- Update lampshades: Consider changing lampshades for a fresher, more appealing look.
- Increase wattage: Opt for higher-wattage light bulbs to amplify brightness.
- Trim bushes: Trim outdoor bushes to enable more sunlight to enter the space.
- Promote cheerfulness: A bright and cheerful atmosphere can enhance the marketability of your home.

Step #3 Invest in Upgrades That Pay Off

- Opt for Quick Fixes: Prioritize quick updates before selling, as they yield better returns.
- Avoid Extensive Makeovers: Extensive renovation projects may not be cost-effective before listing your house.
- Choose Profitable Updates: Focus on updates that enhance value and fetch higher offers.
- Apply Fresh Paint: Give walls a new coat of paint to refresh the overall appearance.
- Curtains Upgrade: Clean existing curtains or invest in affordable new ones for a polished look.
- Upgrade Door Handles: Replace door handles and cabinet hardware to add a touch of modernity.
- Ensure Functionality: Check closet doors for smooth operation, fix leaky faucets, and clean grout for a well-maintained feel.



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Step #4 Keep your home clean and ready to show

This step can feel really hard but here are a few tips to keep it manageable:

- Focus most of your effort on two rooms: the kitchen and the bathroom
 - Keep countertops free of clutter and clean
 - Clean your fridge door
 - Add fresh flowers to kitchen and/or bathroom counter
- Make sure your floors are clean
- Make beds first things in the morning and clear any clothes or clutter.
- Use baskets to quickly store toys or loose items and add them to a corner where it looks organized and decorative



Step #5 First impressions are the ultimate key to attracting your buyer

- The judgment of your home starts before buyers step inside so the first impression is crucial.
- Ensure a welcoming, secure, and inviting ambiance as visitors approach your house.
- Enhance your home's exterior by adding budget-friendly shrubs and vibrant flowers.
- Investing in curb appeal often results in a full return on the money spent.
- The entryway serves practical purposes, but during selling, it should exude hospitality.
- Consider a small bench, fresh-cut flowers, or even treats to create a welcoming entry.



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The price of your home matters.

In addition to the steps above, you want to make sure you price your home right to get multiple offers and find the right buyers. This is where the expertise of a real estate agent comes into play.

You want to make sure your agent has a firm grasp on other MLS listings and accurate comps to price your home appropriately for your market and neighborhood.

If you want the help of an experienced agent specializing in North County San Diego properties, let's schedule a listing appointment to discuss your home sale!

Schedule a Listing Appointment



Justin and Kristen Kurtz