

# "TWENTY"

## Favorite Tips For Quicker Sales

### Prepare for showing

1. **First impressions are lasting.** The front door greets the prospect. Make sure it is clean. Keep the lawn trimmed and edged and the yard free of refuse.
2. **Decorate for a quick sale.** Faded walls, smudged wallpaper and worn woodwork reduce appeal. Why try to tell the prospect how your home could look, when you can show it by redecorating? A quicker sale at a higher price can result.
3. **Let the sun shine in.** Open draperies & curtains and let the prospect see how cheerful your home can be. Dark rooms do not appeal.
4. **Fix that faucet!** Dripping water discolors sinks and suggests faulty plumbing.
5. **Repairs can make a big difference.** Loose knobs, sticking doors & windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.
6. **From top to bottom.** Display the full value of your attic, basement and other utility space by removing all unnecessary articles. Brighten dark, dull basement by painting walls.
7. **Safety First.** Keep stairways clear. Avoid cluttered appearances and possible injuries.
8. **Make closets look bigger.** Neat, tidy, well - ordered closets show that the space is ample.
9. **Bathrooms help sell homes.** Check and repair caulking in bathtubs and showers. Make this room sparkle.
10. **Arrange bedrooms neatly.** Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.
11. **Can you see the light?** Illumination is like a welcome sign. Turn on all your lights for an evening inspection

### Showing the house

12. **Three's a crowd.** Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.
13. **Music is mellow.** But not when showing a house. Turn off the blaring radio or television. Let the salesperson and buyer talk, free of disturbances.
14. **Pets underfoot?** Keep them out of the way - preferably out of the home.
15. **Silence is golden.** Be courteous but don't force conversation with the potential buyer. The prospect wants to inspect your house - not pay a social call.
16. **Be it ever so humble.** Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is the professional's job.
17. **In the background.** The salesperson knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed.
18. **Why put the cart before the horse.** Trying to dispose of furniture and furnishings to the potential buyer before the house is purchased often loses a sale.
19. **A word to the wise.** Let your Burns & Co. realtor discuss price, terms, possession and other factors with the customer. Our realtors are eminently qualified to bring negotiations to a favorable conclusion.
20. **Use our salesperson.** We ask that you show your home to prospective customers only by appointment through this office. Your cooperation will be appreciated and will help us close the sale more quickly.