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IT'S TIME TO SELL

ARE YOU READY?

Selling your home is both an art and a science. Your HomeProp Realtor is skilled in at both. From the science and logic behind pricing to the form and function of great design, we have an eye for what it will take to maximize the value of your home and the pace at which it will sell. HomeProp recommends simplicity in staging your home for sale. Simplistic and natural exteriors

and orderly and clean interiors are key to achieving maximum impact with potential buyers. A buyer wants to picture their life in your home, and there's no better way to do that than to offer them a clean palette and an orderly framework on which to build their memories. We want buyers to "imagine", not "re-imagine", so give them order and clarity and help them dream!



FRESH PAINT
achieve a timeless look with a fresh splash of color



ORDER AND SIMPLICITY
well maintained and clutter free exteriors

INTERIORS

ORDER & SIMPLICITY

Tidy Up - Cleaning each room is a must. Present your best to these most-important guests.

De-clutter - You're going to have to pack to move, so start now with boxing up all those extras and present a simple look to future buyers.

Fragrance Matters - The fragrance of your home is the second-most important factor after the look. Get the smell right with open windows, lightly-scented candles, or freshly-baked goods.

Light and Bright - Make sure windows are opened and light bulbs are bright-white LEDs.

EXTERIORS

A NATURAL BEAUTY

Tidy - Rake leaves, sweep walkways and clear steps

Color Splash - Plant in-season flowers, weed garden beds and remove dead shrubbery

Freshly Cut - Mow and edge for a well-maintained look

De-Clutter - Stow garbage cans, gardening supplies and unnecessary items.

Simple Face-Lift - A fresh coat of paint on the door and shutters, a new welcome mat, and clean windows can go a long way to brightening your home

Function - Fix broken lights, rails, shutters, and gates. Your house should look like a pleasure to own.

The Rear View - The back yard is where people live out their lives. Make sure the view from behind is just as good as the front.

STAGING AND SHOWINGS

IMAGINE

Help future buyers imagine their life in your home.

Staging is the art of presenting your home as a clean-palette, with just enough personal affects and furniture so that potential owners can see themselves enjoying life there.

Showings should always be a Buyer- and Realtor-Only affair. A potential buyer needs to be able to move freely around your home and talk openly about it's pros and cons.



TALK TO A HOMEPROP REAL ESTATE AGENT TODAY!

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