

50 PRO TIPS TO MAKE YOUR HOME SHINE

&

SMELL DIVINE

**Your Step-By-Step
Guide**

To Help Your home to Sell
Faster & For More Money!

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FROM "LIVED-IN" TO "LIST-READY"

They say a home is meant to be lived in, and you've done exactly that. You've filled these rooms with laughter, messy dinners, the pitter-patter of paws, and the inevitable wear and tear of a life well-loved. But now, the time has come to stop seeing your house as a sanctuary and start seeing it as a product.

The transition from a cozy, "lived-in" family home to a high-end real estate listing can feel overwhelming. You might look around and see scuffed baseboards, a crowded pantry, or the faint lingering scent of last night's taco Tuesday—and wonder how you'll ever compete with those pristine model homes on Instagram. That is exactly why this guide was written.

This ebook isn't about a \$50,000 renovation or hiring a professional design team. It's a collection of 50 high-impact, low-cost "hacks" designed to maximize your home's appeal in the eyes (and noses) of potential buyers. We focus on the psychology of the sale: how light creates space, how cleanliness builds trust, and how a subtle scent can make a stranger feel "at home."

Within these pages, you will find a roadmap to:

- **Neutralize the "Lived-In" Factor: Clearing the clutter without losing the soul of the house.**
- **Master Visual Cues: Small styling tweaks that make rooms look larger and brighter in photos.**
- **The Science of Scent: Moving beyond "cover-up" sprays to create a truly fresh atmosphere.**
- **Curb Appeal Wins: Making that critical first impression count before the buyer even steps inside.**

Selling a home can be a race, but the finishing line is in sight. By following these pro tips, you aren't just cleaning a house—you are staging a dream. Let's roll up our sleeves and get your home ready for its close-up.



A Message from Your Partner in the Sale



Selling a home is one of the most significant transitions you will ever make. It is a process that is equal parts emotional and tactical. My goal in providing this guide is to bridge that gap—helping you move from the memories of a lived in home

I truly hope you find these tips to be a useful and powerful tool in the sale of your home. Each hack is designed to maximize your property's value while minimizing the stress of the preparation process. By focusing on the small details—the light, the flow, and the atmosphere—you are setting the stage for a buyer to walk in and say, "This is the one."

Please know that I am here as a resource for you throughout this journey. If you need clarification on any of these points, or if you have specific questions about how to apply these strategies to your unique space, do not hesitate to reach out. No question is too small when it comes to positioning your home for success.

I am honored to be part of your team. Let's make your home shine.

Thank You!

Jay

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THE "CLEAN & CLEAR" FOUNDATION

- 1. The "50% Rule":** Remove half of everything in your closets and cabinets to show off storage space.
- 2. Magic Eraser Everything:** Scuff marks on baseboards and doors make a house look tired; wipe them away.
- 3. Depersonalize:** Swap family photos for generic landscapes or abstract art.
- 4. Clear the Counters:** Aside from maybe a high-end coffee maker, kitchen counters should be empty.
- 5. Clean the Light Bulbs:** Dust on bulbs dims the light. Wipe them down for an instant brightness boost.
- 6. Wash the Windows:** Clean glass lets in significantly more natural light.
- 7. Deep Clean Grout:** If your tile grout is stained, use a grout pen to "paint" it back to white/gray.
- 8. The Fridge "Edit":** Remove all magnets and menus from the refrigerator.
- 9. Scale Back Furniture:** If a room feels tight, remove one large piece of furniture to improve flow.
- 10. Tuck Away Pet Gear:** Bowls, beds, and toys should be hidden in a bin during showings.

BEFORE



AFTER



VISUAL "PRO" HACKS



- 1. The "Hotel" Bed:** Layer a white duvet with a folded throw at the foot for a luxury look.
- 2. Fresh White Towels:** Buy a set of fluffy white towels only for showings; hide your "real" towels.
- 3. Mirror Magic:** Place a mirror opposite a window to bounce light into a dark room.
- 4. Update Hardware:** Swap dated brass cabinet pulls for modern matte black or brushed nickel.
- 5. The "Odd Number" Rule:** Style shelves and mantels with items in groups of three or five.
- 6. Tuck the TV:** If your TV is the focal point, hide the remotes and consider a screensaver of art.
- 7. Symmetry Sells:** Two matching lamps on bedside tables create an instant "designer" feel.
- 8. Style the Dining Table:** A simple runner and a bowl of green apples look better than a bare table.
- 9. Hide the Cords:** Use command hooks or cable boxes to tuck away messy electronics.
- 10. Fresh Mulch:** A \$20 bag of dark mulch in the front garden bed does wonders for curb appeal.





LIGHTING & ATMOSPHERE

- 1. Maximize Natural Light:** Open all curtains and blinds fully before every showing.
- 2. Consistent Color Temperature:** Ensure every bulb in a room is the same "warmth" (e.g., all 3000K).
- 3. Turn on ALL Lights:** Even the lamp in the corner. Shadows are the enemy of photos.
- 4. The "Welcome Mat" Trick:** Buy a brand-new, oversized doormat. It's the first thing buyers see.
- 5. Closet Lighting:** If a closet is dark, add a battery-operated motion light.

it's that easy!



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SCENT & SENSORY STRATEGY



1. **The "Old Carpet" Cure:** Sprinkle baking soda on carpets, let sit for 20 mins, then vacuum.
2. **The Simmer Pot:** Simmer water with lemon slices and rosemary 30 minutes before a showing.
3. **Clean the Dishwasher:** Run a cycle with a bowl of vinegar to kill hidden odors.
4. **Garbage Disposal Refresh:** Grind up a few lemon peels to kill sink smells.
5. **Avoid Heavy Scents:** No "Linen Breeze" sprays; many buyers are allergic or suspicious of "cover-up" smells.
6. **Eucalyptus in the Shower:** Hang a bunch of fresh eucalyptus in the bathroom for a "spa" scent.
7. **The "Vanilla Bake":** Put two drops of vanilla extract in an oven-safe dish at 300°F for 15 mins.
8. **Wash the Curtains:** Fabrics hold onto cooking and pet smells more than anything else.
9. **Empty All Trash:** Do not leave a single piece of trash in the house for a showing.
10. **The "Fresh Air" Blast:** Open all windows for 10 minutes every morning to cycle the air.





THE "LITTLE THINGS"



- 1. Close the Toilet Lids: Always.**
- 2. Organize the Pantry: Turn all labels to face forward. It signals a "meticulous owner."**
- 3. Pressure Wash the Entry: A clean walkway makes the house feel "new."**
- 4. Fresh Flowers: A bouquet of white hydrangeas or tulips in the kitchen is a classic move.**
- 5. Tidy the Garage: Buyers will look here. Stack bins neatly along the walls.**
- 6. Paint the Front Door: A fresh coat of black, navy, or red can transform the exterior.**
- 7. Remove "Area Rugs" in Small Rooms: It can make the floor space look chopped up.**
- 8. The Toilet Paper Fold: Fold the first square into a triangle like a hotel.**
- 9. Straighten the Books: Group books by color or size for a cleaner aesthetic.**
- 10. Dust the Ceiling Fans: Buyers look up!**
- 11. Hide the Laundry: If your hamper is full, take it to the car for the showing.**
- 12. Polish Stainless Steel: Use a dedicated cleaner to remove all fingerprints from appliances.**
- 13. Check the Doorbell: Make sure it works!**
- 14. Oil Squeaky Hinges: A squeaky door feels like a "project" to a buyer.**
- 15. Leave a Note: A small card mentioning "Please enjoy the tour!" adds a human touch.**



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**It's Not Luck
It's Preparation!**

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The Ultimate "Go-Time" Checklist

The Exterior (The First 30 Seconds)

- [] The "Sweep":** Clear cobwebs from the porch ceiling and sweep the walkway.
- [] The Welcome:** Ensure the new doormat is perfectly centered.
- [] The Garage:** Close the door. Ensure no trash cans are visible from the street.
- [] The Mailbox:** Wipe it down; remove any junk mail or rubber bands.

The Entryway & Living Areas

- [] Floor Check:** Quick vacuum/sweep to remove "track-in" debris.
- [] The "Smell Test":** Open windows for a cross-breeze or start your simmer pot.
- [] Furniture Alignment:** Ensure chairs are pushed in and rugs are perfectly straight.
- [] The "Plump":** Chop the center of your sofa pillows (the "karate chop" look) for a designer touch.
- [] The Screen Check:** Wipe the TV screen of any dusty fingerprints.

The Kitchen (The Heart of the Sale)

- [] The Sink:** Must be bone-dry and empty. Hide the sponge and dish soap under the sink.
- [] Appliance Polish:** Buff out any streaks on the fridge, oven, and microwave.
- [] The Counters:** Keep only one "lifestyle" item out (e.g., a bowl of fruit or a cookbook on a stand).
- [] Odor Neutralizer:** Run the disposal with citrus peels.



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The Ultimate "Go-Time" Checklist (Cont)

Bathrooms (The "Spa" Experience)

- [] The Porcelain: Toilet lids DOWN. Ensure the bowl is spotless.**
- [] The Mirror: Check for water spots or toothpaste splatters.**
- [] The Vanity: Put all toothbrushes, razors, and medications in a drawer.**
- [] The Towels: Hang your "show-only" fresh white towels.**
- [] The Shower: Close the curtain (if it's clean/white) or ensure the glass door is streak-free.**

Bedrooms (The Sanctuary)

- [] The Bed: Tighten the sheets; ensure the duvet covers the mattress edges completely.**
- [] Under the Bed: Sweep or vacuum to ensure no "dust bunnies" are visible from a low angle.**
- [] Nightstands: Clear everything except a lamp and maybe one book.**
- [] Closets: Ensure shoes are lined up and nothing is falling off the shelves.**

Final Whole-House Sweep

- [] Light Check: Every single light in the house (including closets/ovens) should be turned ON.**
- [] Temperature: Set the HVAC to a comfortable 68-72°F (20-22°C).**
- [] Pet Check: Take the pets (and their bowls/litter boxes) out of the house.**
- [] Personal Items: Ensure no mail, bills, or calendars are visible.**



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