



# DREAM TEAM

## DREAM SELLING GUIDE



**RE/MAX**<sup>®</sup>  
Preferred

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As a **DREAM TEAM** broker, my goal is not simply to sell your house, but to help you realize the best price obtainable for your property in the shortest period of time.

Based on proven marketing techniques, we have compiled some practical ideas on how to successfully prepare your property for sale. These suggestions require a minimum amount of time and expense to complete and are designed to make your house stand above your competition.

As your **DREAM TEAM** broker, I am happy to assist you in developing a home enhancement plan specific to your property.

**DREAM**  
**TEAM**

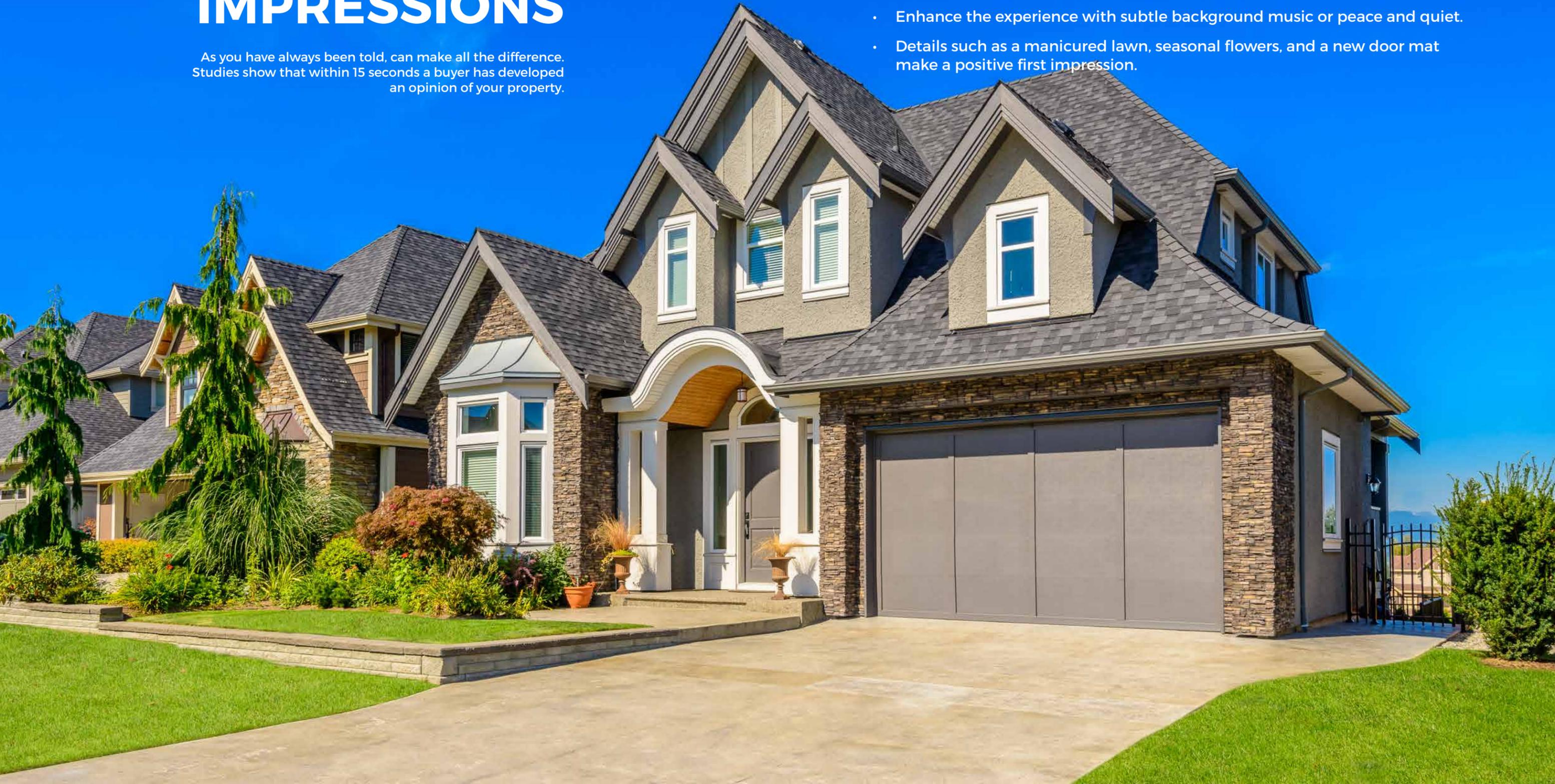
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# FIRST IMPRESSIONS

As you have always been told, can make all the difference. Studies show that within 15 seconds a buyer has developed an opinion of your property.

The best way to make a buyer “feel at home” is to create a welcoming environment. Focus your attention on several key elements when looking at your home through a buyer’s eyes:

- The environment is neutral.
- Accent the home’s features with color and décor.
- The smell should be “new” and clean.
- Enhance the experience with subtle background music or peace and quiet.
- Details such as a manicured lawn, seasonal flowers, and a new door mat make a positive first impression.





# CURB APPEAL

encompasses everything from the street to your front door. You will want to make sure each component of the visual landscape looks its' very best. These details will provide a positive impression to buyers that your home has been well cared for down to the smallest detail.

- Make sure the street in front of your property is free of litter and debris.
- The sidewalk should be swept and have no weeds growing between the cracks or along the edges.
- If you have a mailbox or light fixture at the curb or on the front of your home give them a good scrub or paint job. Always making sure that light bulbs are new and the glass is sparkling.
- Door knobs/knockers/bells should look new and always be in excellent working condition.
- Concrete or wood at the front door should always be clean/freshly painted
- Shrubs should be trimmed, mulch or rock should be freshened with no weeds or debris from past seasons.

# EXTERIOR MAINTENANCE

is extremely important when you are "on market".  
Ask yourself these questions:

- Does your yard look well maintained?
- Are the trees and bushes trimmed?
- Is your lawn mowed and edged?
- Is your lawn free of weeds?
- Are decks and patios clean and in good repair?
- Does your house need painting?
- Are there any exterior holes or cracks?
- Are walks and porches clean and in good repair?
- Does your roof leak or sag?
- Are any shingles missing?
- Is your chimney in good repair?





# EXTERIOR MAINTENANCE

## LANDSCAPING

should include neatly trimmed shrubs and a healthy looking lawn. If you have bare patches or spots beyond help consider using sod to restore the look of a well-maintained lawn.

## FRONT WALKWAY

Like the sidewalk in front of your home, the walkway should be clean and free of weeds. If any of it is badly cracked consider repairing.

## SIDING

should be freshly power washed. Repair any pieces that have been damaged.

## DRIVEWAYS

should be stain free. If cracked or in poor repair consider repairing or re-sealing. Do you have multiple cars or older cars? These too will give an impression. If you think your car or cars will be a detriment to the look of your property park them down the street or off-site.

## PAINT

A fresh coat of paint can be one of your best investments. If you cannot afford an entire paint job consider freshening the front of the house or just the shutters.

## WINDOWS

are an important factor in the appeal of your home. Make sure the windows are sparkling clean. Replace any cracked or broken glass. Check the caulk for needed repair or replacement.

## ROOF

The roof may be the single most important part of the homes' exterior. Replace any broken or missing shingles. Repair flashing were needed. Paint eaves and fascia boards. Consider having it professionally cleaned.

## GUTTERS/ DOWNSPOUTS

should look neat and without dents or holes. Consider replacing highly visible ones if they are in need of serious repair. Bury or install splash guards if the downspouts are not buried. If run off areas are eroded, fill in and repair sod.

## DOORWAY

The doorway is the focal point of your house. Repainting or replacing the front door is always a great idea. New hardware and a new front light fixture also serve to enhance the fresh appearance.

# APPEALING TO THE SENSES

can have an invaluable impact in impressing buyers.

- People react more favorably to property that is well lit. Using mirrors to magnify the feeling of space and light, using light wall colors and opening drapes and blinds and turning on lights prior to showings are key factors in sensory selling.
- The sound of peace and quiet can be one of the best sounds to have when a house is being shown to prospective buyers. Some sounds you will want to avoid are barking dogs, sounds of work like vacuum, dishwasher, lawn mower; no banging pipes, sounds of mechanical problems, or faulty appliances. Light classical or instrumental music can be effective in creating a pleasant atmosphere.
- Smell has more impact than you might expect. It can work for or against you. The smell of newness can be achieved by applying a fresh coat of polyurethane to natural wood or latex paint on walls. The smell of cleanliness is important to a selling environment. Beyond actually cleaning, lemon oil or lemon wax can create a lasting scent of freshness. A dish of vanilla in a warm oven will create the aroma of fresh baked cookies or bread. Sweeten the refrigerator with a box of baking soda. Smells to avoid include strong pet odors, tobacco, cooking and oil or gas.



# THE INTERIOR

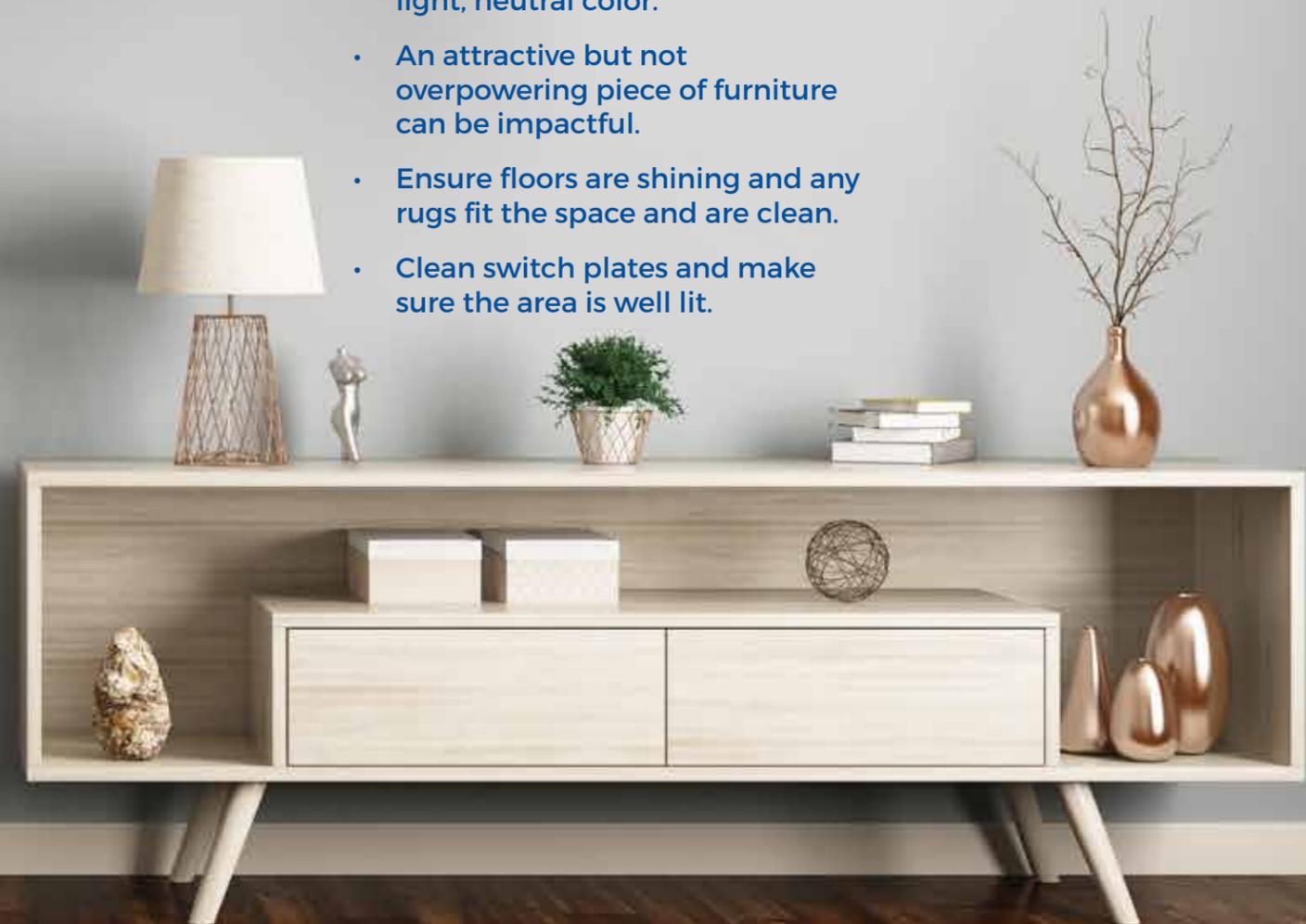
Begin by asking yourself these questions

- Are the carpets clean and in good condition?
- Do carpets need to be stretched?
- Are there any pet or smoking odors?
- Are there cracks or holes in any walls?
- Do the walls need to be painted?
- What about that wallpaper?
- Do the ceilings have any water stains, cracks or peeling?
- Do the ceilings need to be painted?
- Are the appliances clean and in good working order?
- Are the cabinets in good condition?
- Are the countertops in good condition?
- Is the grout and tile clean?
- Is the sink stained, chipped or in need of caulk?
- Do the faucets shut off completely?
- Do the sinks drain freely?
- Are the toilets in good condition?
- Are the shower doors shiny?
- Do tubs need caulk?
- Is the floor in good condition?
- Are vanities and mirrors in good condition?
- Is your fireplace clean?
- Are drapes, shutters and shades clean and in good working condition?
- Are any window screens bent or missing?
- Do all the windows open and close easily?
- Are the windowsills clean?
- Are the doors in good condition?
- Do any doors sag or stick?

# THE ENTRY

is where the first impression is created.

- Consider a fresh paint job in a light, neutral color.
- An attractive but not overpowering piece of furniture can be impactful.
- Ensure floors are shining and any rugs fit the space and are clean.
- Clean switch plates and make sure the area is well lit.





# THE KITCHEN

needs to be spotless and smell fresh.

- Clean garbage containers, disposals, and interior of all appliances.
- Consider replacing outdated light fixtures.
- If appliances are dated consider replacement.
- Spruce up cabinets by installing new hardware.
- Polish cabinets with wood cleaner but if they are old consider painting or having the doors or door fronts replaced.
- Organize your kitchen cabinets to demonstrate how much room you have.
- Remove small kitchen appliances and gadgets from the countertop to create an uncluttered look.

# BATHROOMS

are no longer considered utilitarian and should be considered carefully.

- Place a vase of flowers on the vanity.
- Replace an old toilet seat.
- Replace an old light fixture.
- Place all personal care items out of sight.
- Replace old towel racks.
- Add color and richness with new towels and a new shower curtain.



# LIVING ROOMS & FAMILY ROOMS

are gathering places that buyers will primarily be looking for space.

- Strategic placement of mirrors and accent lighting can enhance the feeling of space and warmth.
- Carpets should be professionally cleaned and stretched if necessary.
- Sand and refinish any stained or scratched hardwood.
- Evaluate your furniture. Do some pieces need to be removed to create more space? Is the furniture worn and a distraction from the space? Consider using seasonal pillows or throws to update and freshen the furniture.
- Clean all windows and light fixtures.
- Make sure all cosmetic plaster cracks are repaired.
- Use lemon oil on hardwood furniture to create a bright look and fresh aroma.

# BEDROOMS

quite frequently are the last room to receive TLC. When trying to sell, bedrooms are of critical importance.

- Make sure all bedrooms are spotless.
- Professionally clean carpets and rugs.
- Consider changing window treatments and bedcoverings if the current ones are dated or worn. At a minimum have current accoutrements cleaned.
- Organize closets. Now is the time to weed out excessive clothes, shoes, etc
- Make beds every day!!!!!!
- Fresh smells from flowers or lemon oil should be in the air.



# BASEMENT/ ATTIC/ LAUNDRY

The storage places in a home can say more about the house than you may think. A buyer who sees a meticulously clean and organized basement and/or attic will gain confidence that you have maintained the infrastructure of the property while living there. Consider the following:

- Paint the stairway down to the basement or up to the attic.
- Make certain handrails are in place and secure.
- Change furnace filters and keep supplies nearby to revisit this monthly.
- Make certain there are no signs of pest or rodent infestation. If necessary call in a pest control company prior to going on market.
- Eliminate dampness with a de-humidifier.
- Clean and organize your laundry.



## GARAGE

- Keep the garage neat and organized.
- Clean up any oil stains.
- Paint the garage floor an oil-based gray.
- Dispose of any clutter.
- Paint the walls.



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Each Office Independently Owned and Operated

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