

PREPARING YOUR HOME FOR SALE



Here's How:

1. Disassociate Yourself With Your Home.

- Say to yourself, *"This is not my home; it is a house -- a product to be sold much like a box of cereal on the grocery store shelf."*
- Make the mental decision to "let go" of your emotions and focus on the fact that soon this house will no longer be yours.
- Picture yourself handing over the keys and envelopes containing appliance warranties to the new owners!
- Say goodbye to every room.
- Don't look backwards -- look toward the future.

2. De-Personalize. Pack up those personal photographs and family heirlooms. Buyers can't see past personal artifacts, and you don't want them to be distracted. You want buyers to imagine their own photos on the walls, and they can't do that if yours are there! You don't want to make any buyer ask, *"I wonder what kind of people live in this home?"* You want buyers to say, *"I can see **myself** living here."*

3. De-Clutter! People collect an amazing quantity of junk. Consider this: if you haven't used it in over a year, you probably don't need it.

- If you don't need it, why not donate it or throw it away?
- Remove all books from bookcases.
- Pack up those knickknacks.