



## SELLING YOUR HOME IS AN EXCITING TIME.

This brochure will help you prepare for this challenge — and get your home sold.

As the old saying goes, you never get a second chance to make a first impression. The same holds true when you're selling your home.

Only real estate professionals who are members of the National Association of REALTORS® can call themselves REALTORS®. A REALTOR® is a great resource for knowing what works for your situation and in your market. REALTORS® have the expertise to know what makes a house sell and what doesn't. Talk to them about how you can put these tips into action so you'll be on your way to getting your house sold —

# FAST!

# GETTING IT SOLD

**YOUR RESOURCE FOR STAGING, CURB APPEAL AND SELLING SUCCESS!**



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430 North Michigan Avenue  
Chicago, IL 60611-4087

Item #135-70  
(10/22 BFC)

800.874.6500  
nar.realtor

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## GETTING READY TO SELL

One of the most important steps to do before putting your home on the market is to **make sure it shines**. Create a list of necessary repairs, such as leaky faucets, chipped paint and loose hinges, and fix them.

Considering tackling a remodel before selling? Check out articles from [HouseLogic.com](https://www.houselogic.com) and **REALTOR® Magazine**. By entering the search terms "Staging" and "Remodeling", you'll receive helpful resources like the Home Staging Guide and information on staging on a budget as well as in virtual reality.

## 5 WAYS TO IMPROVE YOUR CURB APPEAL

Curb appeal, or how your home shows from the street, is one of the key details that will sell – or not sell – your home. If buyers are turned off by the outside of the home, they won't likely want to see the inside. Curb appeal is the key.

**Here are 5 easy steps you can take to improve your home's curb appeal:**

- Declutter the yard by removing toys and lawn furniture
- Cut the grass, rake the leaves, trim the bushes and the hedges, and plant fresh flowers to add color
- Paint doors and windows with a fresh updated color
- Patch holes in the driveway and reapply sealant
- Wash windows and screens

# SHOWING YOUR HOME DO'S & DON'TS CHECKLIST

Now that you know what it takes to stage your home and get it ready to sell, you want to make sure you have successful showings. Follow these proven showing do's and don'ts and you'll be on your way:

## DO

- Clean the home from top to bottom
- Mow your lawn
- Send pets to the neighbors
- Stay organized and clutter-free

## DON'T

- Leave valuables out on display
- Have pictures or any personal items left out
- Overstuff the closets  
*(buyers will open these areas)*
- Allow pet fur or smell to permeate the house and turn off buyers  
*(always vacuum up fur and neutralize any pet odors)*

Visit [nar.com](https://www.nar.com) to search for even more tips on staging.

## STAGING BASICS

Staging is the process of enhancing the first impression that prospective buyers have when touring a home. This could include transforming blank walls and floors to create a warm, welcoming space. It could include removing items that may be making it look smaller, drab or outdated. Staging differs from decorating in that it uses market research in the presentation of a home to potential home buyers.

**The key to staging is simplicity** and getting prospective buyers to a place where they can picture themselves in the home. You can begin by focusing on these staging basics:

### DECLUTTER

Remove "you" from the home (meaning pictures and personal items). Replace personal photos with artwork. A good rule to follow is to have no more than three items on any surface. Remove all items from kitchen counters and store away.

### NEUTRALIZE

Neutralize the rooms with light-colored paint, like creams, grays and whites. Keep bright colors to a minimum and use neutral and/or natural colors that can work with many different styles.

### KEEP IT CLEAN

Nothing sells better than a clean and well-maintained home. Always keep the home feeling, looking and smelling clean for showings.

**Some inexpensive upgrades that can make a huge difference to the buyer include:**

- Replace bedding (keep a neutral theme)
  - Swap out towels (stagers always love white for a fresh, clean look)
  - Freshen up the paint
  - Replace outdated lighting fixtures
- Start with these staging suggestions and talk to a REALTOR®, a member of the National Association of REALTORS®, about your home ... and what specific changes will give you the **biggest bang for your buck**.

