

# Your Real Estate Advisor



## Dressing-Up a House to Live in, and Prepare it for Sale are Two Things Very Different ...

When you are preparing your house to sell, it should look very different from how it looks when you are living it. I will mention some ideas for when time to sell arise ...

- ⇒ The **first impressions** mark the tone for prospect buyers visits, and these are LASTINGS. Get a closer look as any buyer would do. Examine the surroundings while getting closer. How does it look? Are trees far from the house? Is there automobile oil spread over the garage entrance? Mess affect the house architecture. How does the yard (grass, garden) look? A clean and orderly yard indicates that your home is worthy and is being cared.
- ⇒ Take a look at your house. How does the paint look? Peel, opaque? The color, is it old fashioned, too impersonal? How does the roof look? As you get closer or farther from your house, what is the first thing you notice?
- ⇒ Now, enter into your house, as any buyer would. You want to be observant to four senses: smell, touch, sight and hearing – walk to each room and check the four senses. Check floors and carpets.
- ⇒ Very important: pack and put away all equipments, eliminate the excess of furniture, pack the excess of glasses and dishes – make your home look **nice and orderly**. If you have visited a model house, you may have noticed that it is clean and well organized. Remember that, anyways, you are going to move, so you may pack in anticipation, and make your house look more saleable. Verify and be sure that the garage is clean and ordered.
- ⇒ Contract some person to clean and prepare your house professionally– from top to bottom. Cleaning and cosmetic repairs, specially in the **kitchen, bathrooms and master bedroom**, may result in a return of up to \$10 in addition to the selling price, for each invested dollar (\$1).
- ⇒ Pets should be left out of sight – (and smell). **Get rid of pets odors**. Remember the four senses. Some people do not like animals, and this may distract them from your home attractions.
- ⇒ Pay enough attention to the illumination of the house. During the day, open all curtains. If it is cloudy, turn on the lights to show it. During the evening, maintain opened the curtains in the front and turn on all the lights.
- ⇒ During the night do the same, but close all curtains. When showing your home, turn off all equipments, TV, radio and anything that could distract the attention from your home. You may listen to **slow** music to improve the emotional experience of the buyer.

De La Guardia Group combines many years' experience, a thorough understanding of the real estate market, and cutting-edge technology to provide buyers and sellers with competent advice and proven results.



Jaime Javier De La Guardia Avilés@  
De La Guardia Group  
Tel.: (787) 309-3333  
Website: [www.delaguardia.com](http://www.delaguardia.com)  
E-mail: [javier@delaguardia.com](mailto:javier@delaguardia.com)