



CALTON WELLS
Realtor-Associate

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Checklist For Marketing Your House

You can significantly influence the selling price of your house by preparing your property before placing it on the market! Here are a few suggestions to improve a buyer's first impressions of your house. Review the checklist now, before every open house showing, and before photos are taken. Check to see exactly what the camera will "see" and your potential buyer. Make your house show like a model!

CURB APPEAL- Property seen from the street:

- Healthy, weed-free, neatly cut, trimmed lawn
- Shrubs trimmed neatly
- Trees, shrubs trimmed to not touch the house
- Sealed black top driveway
- Weed-free driveway, front walk, shrub areas
- Toys, garden tools, clutter removed from yard



HOUSE INTERIOR- Living room, bedrooms, baths, etc.

- Clear interior entry area or foyer of all clutter
- Clean and polish floors
- Shampoo carpeting
- Remove fingerprints; scuff marks on trim and walls
- Repaint or touch up walls, ceilings and trim
- Replace burned-out bulbs throughout the house
- Wash or polish all door hardware and handrails
- Replace switches, outlets that don't work
- Clean out, sweep, and organize garage
- Seal around tubs and showers
- Check for evidence of water at toilet base
- Replace worn toilet seats
- Reorganize, clean-out all closets

HOUSE EXTERIOR- Front view from the street:

- Recently painted siding
- Recently painted, touched-up trim
- Repair, repaint fences, gates
- Clean, align gutters, downspouts
- Wash and align shutters
- Wash all windows and screens



The objective is to make buyers feel comfortable. In fact, you want them comfortable enough to see themselves living in your house. Although some of these suggestions may seem somewhat trivial, they can make the difference between a quick sale at your price or a long wait losing valuable time and money.