

# Do looks really matter?



## When it comes to selling your home, the answer is a resounding **yes!**

Countless studies have revealed that homes that show best, sell faster and for more money.

The majority of people can't visualize how a home could potentially look. They need to see it in order to feel it and imagine themselves in it. The goal is to evoke a positive emotional response to your home — and when potential buyers can't see past the paint chips, leaks, clutter and stains, the response is not a positive one. In fact, people tend to focus even more on the things they don't like creating a negative response.

Here are **3 simple rules** for preparing your home to “wow” potential buyers.

### 1. Remove

Get rid of as much clutter as possible. Give it away, sell it at a garage sale, put it in storage or take it to the dump. Just get it out of the house. You want your home to look spacious and tidy.

### 2. Repair

Chipped paint, cracked tiles, squeaky hinges, leaky faucets. Fix everything you can. If you need a contractor, your agent can recommend one.

### 3. Renew

Clean, clean and clean again. (It's that important!) You want your home to look guest-ready. Organize each room so that it looks like a showcase. A fresh coat of paint can go a long way to dramatically improve the look.