

Don't Curb That Curb Appeal!

Whether you deal with residential real estate investments or commercial ones, here's a fact that's often overlooked by sellers; even the most hard-headed buyer will react emotionally to a property upon first sight. You want them to react positively, of course. The last thing you want them thinking is, "Lord, what a dog of a property!" Obviously, in that case, your chances of a sale are slim at best.

The good news is that you can gain maximum curb appeal through a minimum of expenditure (depending on the size and nature of the property, of course). And that maximum curb appeal can not only result in a sale, but a greater profit from the sale. So, the cost of improving a property's curb appeal is not really a cost at all; it's an **investment** in more money!

Let's look at tasks you can perform to improve the curb appeal of your property.

Clean, clean and clean again inside and out! Let's face it, dirt and grease aren't great sales tools, especially for discriminating female buyers. The presence of dirt not only says something about the house; to the buyer, it also says something about you, and what it says is, "He/ she doesn't care so why should I buy the property? I don't want to deal with a person like that." So, clean the house (or have it cleaned) top to bottom, inside and out, and get rid of any odors that might offend a potential buyer.

Don't paint cheap, paint great! Instead of going cheap, buy good paint for the interior and/or exterior. It'll last longer and be cheaper in the long run. Plus, it looks better and pleases the eye of potential buyers.

Roll out the carpet! Lay new carpet, if needed. The right carpeting adds warmth and class to a home and beats the heck out of bare floorboards in the visual sense. If the current carpet is in good shape, have it cleaned to make it look even better. If you have hardwood floors, make them shine.

Repair the little things! When potential buyers find lots of little things wrong, it irritates them to no end and that results in the end of your sale. So, replace gutters and rotted wood, fix door latches, replace leaky faucets, etc.

"Scape" that lawn! Not only make sure the lawn is mowed and clear of

unsightly items, but consider adding plantings to really improve curb appeal. Flowers, bushes, etc.; they're a quick and cheap way to really add color and beauty to a property. With the right mix of plantings, you appeal not only to the eye but to the olfactory senses of buyers as well. Why is this important? The sense of smell is one of the most powerful evokers of emotion there is. Pleasant smells = pleasant thoughts = a pleasant sale!

Consider going on stage! Use a professional home stager to prepare your house for sale. We work with the "flow" of a home. In other words, we eliminate clutter, arrange furniture, and help you enhance interior/exterior curb appeal overall. Contact Paula at [*Interiors Refined by Paula*](#)