

SEVEN

SIMPLE TIPS TO SELL FOR MORE MONEY
...AND IN LESS TIME

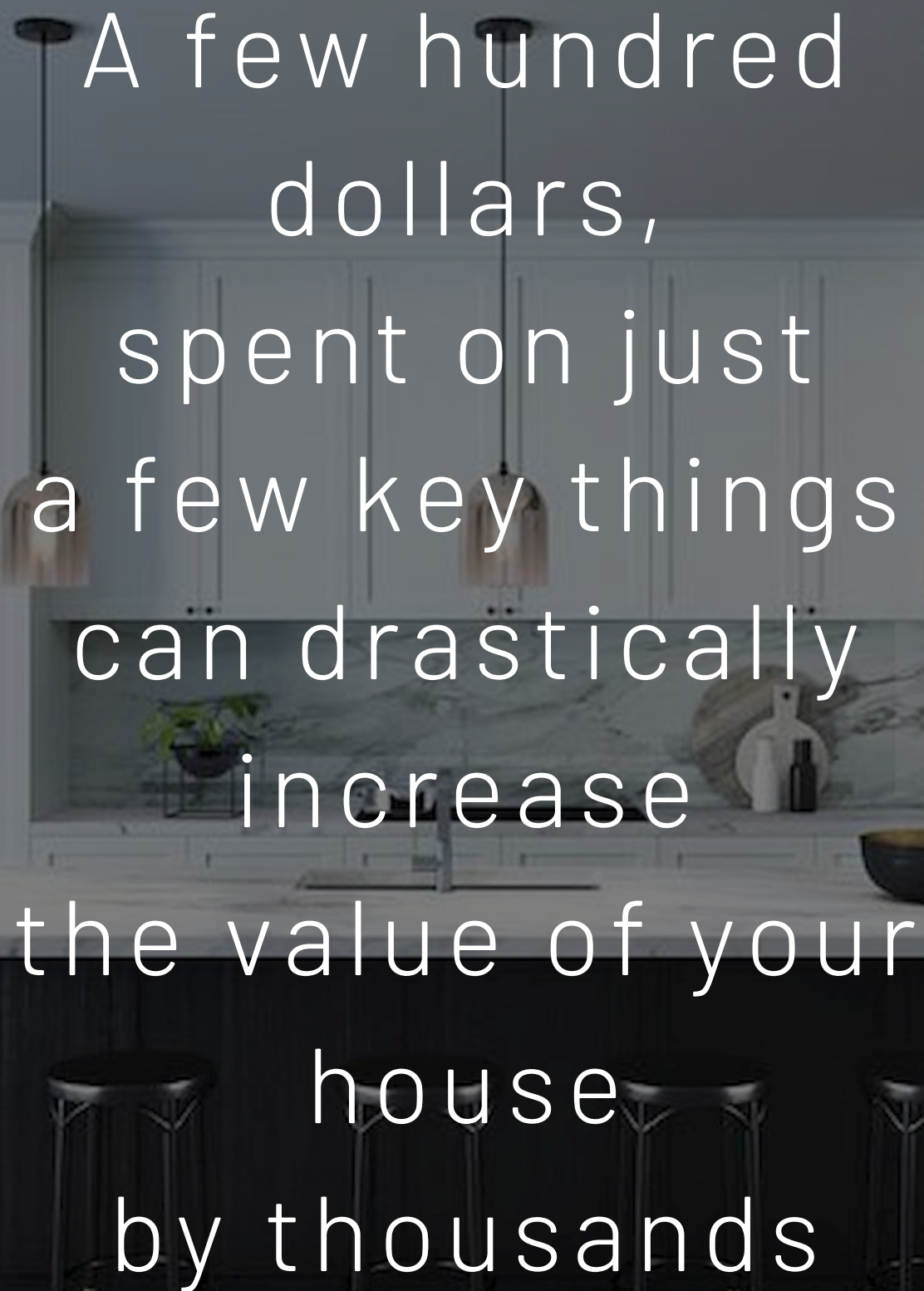


Cascade

Sotheby's

INTERNATIONAL REALTY

ThatPortlandLife.com

A modern kitchen with white upper cabinets, a marble backsplash, and a dark island with four black stools. Three copper pendant lights hang over the island. The text is overlaid in white, centered.

A few hundred
dollars,
spent on just
a few key things
can drastically
increase
the value of your
house
by thousands



TIP #1

PAIN THE WALLS

NEUTRALIZE YOUR HOME FOR BUYERS

Buyers have a tough time visualizing themselves living in a home that has a different design scheme than they're used to. So make it easy for buyers by giving them a neutral color palette to work with. Fresh paint will also brighten the home, make it appear new, and mask any offensive smells.



TIP #2

CREATE MORE SPACE

OPEN FLOOR PLANS ARE IN

Anything that opens the space and creates a sense of flow in the house is generating a response from buyers right now. Just by rearranging or removing furniture pieces, you can really modernize the look and feel of your home.



TIP #3 HIRE A GARDENER

CURB APPEAL COUNTS

Mow the lawn, trim the shrubs, and cut the trees. Unsightly curb appeal can easily lower the perceived value of your home. A \$400-\$500 investment in landscaping can yield four times that!



TIP #4

DEFINE THE SPACE

REMOVE ALL QUESTION MARKS

Undefined spaces create doubt in the mind of a buyer. And doubt can kill a sale before it even starts. Instead, make sure that all spaces are clearly defined. Remove the treadmill from the living room, convert the office back into a bedroom, and hide the toys that have been playing in the dining room.



TIP #5

CLEAN THE BATHROOMS

BATHROOMS CAN BE DEAL BREAKERS

It may not be economical to do a full bathroom renovation. However, it is possible to spend a few hundred dollars on a bathroom refresh. Replace frosted glass with clear glass, clean the grout, remove rust stains, apply fresh caulk, update doorknobs, replace faucets, and install a low-flush toilet.



TIP #6

SPRUCE UP THE FLOORS

THE FIRST THING A BUYER WILL NOTICE

Broken tiles and squeaky floor boards can be fixed easily and make a huge difference in a buyer's impression. Remove wall to wall carpeting and vinyl flooring. Instead, opt for hardwood or tile, if the budget allows.




TIP #7

HIRE A HANDYMAN

BASIC MAINTENANCE GOES FAR

Repair leaks, replace rusty rain gutters, inspect the furnace, caulk the corners, replace the drawer pulls, and weed the flower beds. These kinds of repairs go a long way toward value.



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SELL

WITH SUCCESS