



# CALIFORNIA TITLE COMPANY

## Tips to Sellers

### Let Your Home Give a Smile to Buyers



**First impressions are lasting.** The front door greets the prospect. Make sure it is fresh, clean and scrubbed looking. Keep lawn trimmed.

**Let the sun shine in.** Open draperies and curtains and let the prospect see how cheerful your home can be since dark rooms do not appeal.

**Can you see the light?** Illumination is like a welcome sign. The potential buyer will feel a glowing warmth when you turn on all your lights for an evening inspection.

**Repairs can make a big difference.** Loose knobs, sticking doors and windows, warped cabinet drawers and other minor flaws detract from home value. Have them fixed.

**From top to bottom.** Display the full value of your attic and other utility space by removing all unnecessary articles.

**Decorate for a quick sale.** Faded walls and worn woodwork reduce appeal. Why try to tell the prospect how your home could look when you can show them by redecorating? A quicker sale at a higher price will result. An investment in new kitchen wallpaper will pay dividends. Safety first. Keep stairways clear. Avoid cluttered appearances and possible injuries.

**Make closets look bigger.** Neat, well-ordered closets show space is ample.

**Arrange bedrooms neatly.** Remove excess furniture. Use attractive bedspreads and freshly laundered curtains.

**Fix that faucet!** Dripping water discolors sinks and suggests faulty plumbing.

**Pets underfoot?** Keep them out of the way, — preferably out of the house.



**Three's a crowd.** Avoid having too many people present during inspections. The potential buyer will feel like an intruder and will hurry through the house.

**Silence is golden.** Be courteous but don't force conversation with the potential buyer. They want to inspect your house — not pay a social call.

**Bathrooms help sell homes.** Check and repair caulking in bathtubs and showers. Make this room sparkle!

**Music is mellow.** But not when showing a house. Turn off the blaring radio or television. Let the agent and buyer talk, free of disturbances.

**Be it ever so humble.** Never apologize for the appearance of your home. After all, it has been lived in. Let the trained salesperson answer any objections. This is his/her job.

**In the background.** The salesperson knows the buyer's requirements and can better emphasize the features of your home when you don't tag along. You will be called if needed.

**Why put the cart before the horse?** Trying to dispose of furniture and furnishings to the potential buyer before they have purchased the house often loses a sale.

**A word to the wise.** Let your Realtor® discuss price terms, possession and other factors with the buyer. He/she is eminently qualified to bring negotiations to a favorable conclusion.

**Use your agent.** Show your home to prospective customers only by appointment through your agent. Your cooperation will be appreciated and will help close the sale more quickly.

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