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# SECRETS TO SELL YOUR HOME!

A home buyer's ability to make an emotional connection with your home is a significant factor in their decision to make an offer. The moment a buyer sets eyes on your home they are envisioning what it would be like to live there.

*Educate yourself on what can affect your home sale. The below are all vital factors to consider when selling your home:*

- Your home's location
- Condition
- Features
- Current Market Conditions are vital factors to consider.

You want your home to shine and be the best one on the block. Inside you will find 5 Secrets to make your home stand out in the minds of prospective buyers and help you achieve your ultimate goal, a successful sale.

*Simple as 1-2-3*

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## #1 CREATE AN INVITING CURB APPEAL

*You have one chance to make a first impression.*

- Trim any overgrown trees or bushes so your yard appears larger.
- Clean out flower beds and lay down new mulch to create a clean looking yard.
- Plant flowers to create an inviting addition to your porch and walkway.
- Touch up door frames & windowsills with paint showing a buyer your home is well kept.
- Declutter your porch and walkway to avoid distracting buyers from your home.



## #2 CLEAN THE SLATE

*Give prospective buyers the chance to picture themselves in your home.*

- Remove family photos allowing buyers to form their own connection.
- Consider neutral paint colors and removing wallpaper to avoid clashing with the view a buyer has when visualizing their own things in your home.
- Revitalize surfaces by removing stains in the kitchen and bathrooms and replacing stained grout.
- Remove unnecessary furniture and keep toys out of sight to offer an easier visual for a room's potential.
- Clean out closets to avoid the impression that your home lacks storage space.
- Leave the home (including removing pets) during showings to give the buyer space to think and speak freely to each other and their REALTOR®.



## #3 CULTIVATE COMFORT WITH AMBIANCE

*Provide your potential buyers with a welcoming atmosphere.*

- Remove sources of odor such as trash or cat litter to not offend a buyer.
- Utilize aromatherapy to create a pleasant, yet not overwhelming atmosphere.
- Consider a professional stager to give your home a competitive edge.

## #4 SHOW OFF THE FEATURES

*Make the best qualities in your home stand out.*

- Create a feature sheet that includes improvements, fixtures, functional items, and appliances that you will convey.
- Highlight decorative features with a new coat of paint: accents like crown molding may not be right for your feature sheet, but you can still draw the buyer's eye making it a focal point.



## #5 HIRE A REALTOR®:

*Take advantage of the knowledge and experience of a professional.*

- REALTORS® work with buyers every day and have insight into what they are looking for in any given market.
- Having a REALTOR® who understands the fine print makes for a smoother transaction from contract to close.
- Negotiating the sale of your largest investment can be emotional. Hiring a REALTOR® to act on your behalf will cut down on stress and help you get the most for your home.
- A REALTOR® has long-term industry relationships, and that network of contacts will go a long way in finding you the right buyer in a competitive market.
- REALTORS® have a lengthy list of service providers and professionals who will help you effectively prepare your home for sale and guide you to a successful closing.



Preparing your home for sale in today's real estate market will make all the difference in the return on your investment. The better you showcase your home, the more it will sell for. These 5 Secrets and the assistance of a REALTOR® will help you move forward with confidence. Soon you will reap the benefits of your hard work and see a "SOLD" sign in your front yard.

## THREE SIMPLE RULES

HAVE FUN



WORK HARD



BE GOOD TO PEOPLE



*Simple as 1-2-3*

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