

Presentation MATTERS



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Preparing Your House for Showings

Cleaning your house to the nth degree is not a one-time thing; it becomes an everyday occurrence - or at least a new ritual before every showing - until your home sells. It's only one of several things to do before inviting prospective buyers into your home.

Deep Clean and Remove Clutter: Make everything sparkle, from hardwood floors and crystal-clear windows to kitchen countertops and toilets. Don't forget the small details like taking out the trash, dusting, and tucking away toiletries in the medicine cabinet. Removing clutter is an absolute necessity before showings. Fluff throw pillows, fold and store all blankets, clean and declutter all closets to show the most possible storage area to your potential buyers.

Remove Odors: Be smart about what you cook the night before or morning of a showing. Lingering smells from food can be a turn off. The same goes for air fresheners and candles. Shoot for neutral.

Remove Yourself (and Your Family): You won't physically be present for the showing, and neither should personal items. You want prospective buyers to picture themselves calling this house their own and so all family photos and personal items should be stored away from view.

Don't Forget About Outside: First impressions are key and the first thing prospective buyers see when pulling up to the house. Make sure the lawn and landscaping is manicured and loose sticks are picked up. Consider adding potted flowers for an extra boost. Make sure the driveway and walking paths are clean and clear of debris.

Easy Inside Staging Tips

1. Brilliant Natural Light: Take off heavy drapery and put up something light and airy. This allows natural light in and makes room space seem larger.

2. Float Furniture: Float furniture away from walls, reposition it into conversational groups, and place pieces so that the traffic flow in the room is obvious. This means keeping the perimeters clear.

3. Light the Way: Increase the wattage in your lamps and fixtures (aim for a total of 100 watts for every 50 square feet). Then install dimmers so you can vary light levels according to your mood and the time of day. This can be a do-it-yourself project.

4. Clean, Clear, and Paint: Remove all excess furniture and accessories. Place all personal belongings in storage. Clean and organize closets and cupboards so they appear spacious. Kitchens and bathrooms are a big selling points; update fixtures and make areas spotless. Paint walls for a fresh appearance throughout the house.

5. Create a Fantasy Space: an exercise room, a meditation space, an art studio or a family game room.

Most Desired Features



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11. ONE OR MORE FIREPLACES

- Percentage of home buyers willing to pay more: 40%
- Amount willing to pay extra: \$1,400

10. EAT-IN KITCHEN

- Percentage of home buyers willing to pay more: 40%
- Amount willing to pay extra: \$1,770

9. HOME LESS THAN 5 YEARS OLD

- Percentage of home buyers willing to pay more: 40%
- Amount willing to pay extra: \$5,020

8. STAINLESS STEEL APPLIANCES

- Percentage of home buyers willing to pay more: 41%
- Amount willing to pay extra: \$1,850

7. KITCHEN ISLAND

- Percentage of home buyers willing to pay more: 48%
- Amount willing to pay extra: \$1,370

6. EN-SUITE MASTER BATH

- Percentage of home buyers willing to pay more: 49%
- Amount willing to pay extra: \$2,030

5. HARDWOOD FLOORS

- Percentage of home buyers willing to pay more: 54%
- Amount willing to pay extra: \$2,080

4. GRANITE COUNTERTOPS

- Percentage of home buyers willing to pay more: 55%
- Amount willing to pay extra: \$1,620

3. WALK-IN CLOSET IN MASTER BEDROOM

- Percentage of home buyers willing to pay more: 60%
- Amount willing to pay extra: \$1,350

2. NEW KITCHEN APPLIANCES

- Percentage of home buyers willing to pay more: 69%
- Amount willing to pay extra: \$1,840

1. CENTRAL AIR CONDITIONING

- Percentage of home buyers willing to pay more: 69%
- Amount willing to pay extra: \$2,520

First Weber's CONCIERGE DESK



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- Waterproofing Contractors
- Carpet Cleaning/Replacement
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- ...and many more!

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