


# SEVEN

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



SHAUNTE CRUSE | EXP REALTY | OREGON BROKER #201228909  
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A photograph of a modern kitchen interior. The kitchen features light-colored wooden cabinetry with dark hardware, a granite countertop, and a wooden floor. A large wooden beam runs across the ceiling. The text is overlaid on the image in a white, serif font.

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



# TIP #1

## PAINT 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.



SELL

WITH SUCCESS

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