



## First Impressions our Important



### The Approach

The first few seconds, when your Sales Associate arrives with a potential buyer, can literally make or break a sale. Make certain that the first things to come into view are neat and attractive.

### The Entry

The front entry area and front door should be warm and inviting. The area should be swept clean, and the door itself should be in good repair (painted, if necessary). A seasonally decorative touch can set the proper inviting tone.

### The View

Windows should be clean and sparkling in order to maximize the light entering the home and to provide an inviting scene from the exterior. Keep curtains and window coverings open whenever possible to achieve a bright, open effect.

### The Surroundings

Faded or worn paint or papers on the walls and ceilings can create a drab effect throughout the interior and will leave an impression in the buyer's mind that is hard to erase. Spruce up, paint up, touch up.

### The Furnishings

A cluttered look makes every room seem smaller than it really is. Remove extra furnishings wherever possible to give your home a clean, simple appearance. Remember, the buyer is trying to visualize how their furniture will fit in the home. Make it as easy as possible.

### Storage

One of the first things a typical buyer looks for is adequate closet and storage space. Maximize the size of your closets by removing excess items and neatly arranging those items that remain.

### Bathroom and Kitchen

These areas should be clean and spotless. No matter how relaxed the buyers may be in their present home, they will invariably downgrade the desirability of a home if the kitchen and baths are less than spotless. Make sure everything shines!

### Fix the Little Things

Loose doorknobs, doors that don't close all the way, screens off the track, and cracked windowpanes are all a part of everyday life except when you're selling your house. Little things undone can suggest neglect to a fussy buyer. For top dollar, it's smart to fix these items.

### Shed Light on Dark Areas

Whenever possible, make sure the lights are turned on in areas of the house that appear dark.

#### The Bakas Team

2009 Premier Service Diamond ELITE Sales Associate Award

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