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# Special Report From Heritage 1st Realty

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## How to get Every Dollar You Deserve... by Getting the Full Value of Your House!

The ability to reap additional profits on the sale of your home can be accomplished easily enough, if you make the right improvements. Many changes can provide the prospective buyer with enhanced feelings about your home. Feelings of more space, more light, more rooms, more closet space, greater privacy, warmth and security. Basic, simple and inexpensive improvements can provide and improved emotional response in a potential buyer.

An example could be something as small as a crack in the paint on a wall. By simply applying some plaster and touch-up paint, you eliminated what may be an unstated concern that your home was poorly maintained. The feeling may be unconscious, it's just as important that the potential buyer feel an overall sense of emotional desire for your home. If you are working with a small budget, these simple techniques will work absolute wonders.

### 1. The Magic of Mirrors!

Mirrors can provide a greater sense of space and elegance when properly placed. Be careful not to overdo it, but when placed properly throughout your home, each area will seem larger to the potential buyer. Try looking in your attic or basement for any old mirrors, but be sure they have a nice frame or at least give the frame a new coat of paint. You may also want to visit a local flea market, garage sale or Facebook group in your area - you can often find a great deal on an old mirror or two.

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*Inexpensive improvements can add thousands of dollars to the selling price of your home and make for a quicker sale!*

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### 2. Creating Additional Closet Space.

One of the biggest complaints heard from potential buyers is that there isn't enough closet space! Simply purchasing and inexpensive closet organizer and installing it in any, or all, of your closets can make all the difference. If you have a room where there is no closet, or a very small closet, you can try putting a rod across one corner of a bedroom, for hanging clothes, further out put another rod higher up. From this rod hang a clothes hiding screen made from a variety of choices. The screen could be matching material of the bedspread, drapes etc.... The idea here is to be creative so that the "fake closet" looks as though it was a part of the room.

### 3. Make an Ugly Wall Beautiful.

Paint is inexpensive, quick and easy to do! The right paint can brighten a room or hallway and bring it back to life. Be sure to choose a neutral color like beige. Remember, we're trying to appeal to the masses of prospective buyers, not a select group! Any dark rooms or accent walls should be painted prior to listing.

### 4. Bring Old Floors Back To Life.

Nothing turns off a potential buyer quicker than dull, dingy, disgusting looking floors. Whether you have carpet, wood or tiled floors, do whatever you can to make them shine again! For wood floors, either rent a floor machine and do-it-yourself, or hire a professional if it's in your budget. Have a professional give you an estimate and explain exactly what they would do to bring your floors back to life. if you have them explain what they would do, it may be just as easy to do it yourself. If you have carpeted floors you should either have the carpet cleaned or, if it's in your budget, install new carpeting. This may sound expensive, but new carpeting can add thousands of dollars to the value of your home.

### 5. **Bring in Some Plants.**

Having plants in the house is not only healthy for you but you create a warm feeling with them. Ficus trees have become very popular and they can be purchased inexpensively. Attractive pots such as ceramic, brass or even designer plastic will add a designer flair to your home. Hanging plants such as Boston ferns are inexpensive, easy to care for and would go great in your new home wherever you move.

### 6. **De-Clutter!!! Then De-Clutter Some More!**

Your home will be as the prospective buyer sees it. Houses that are cluttered and dirty come across as not cared for where homes that are clean and organized give the buyer an illusion of great care. One of the single best things you can do before listing your home is to clean and de-clutter. Often I suggest a storage unit to hold some of the items that you don't use as frequently. If you only use it a few times per year, take it to storage. This especially goes for all those counter-top appliances in the kitchen like toasters, toaster ovens, mixers, coffee pots, slow cookers (aka Crock Pot), juicers, blenders, food processors, etc... Packing up totes or boxes of stuff and living on essentials is a great way to make the house look organized and well cared for.

### 7. **Clean the Bathrooms!**

Spend some time in the bathroom(s) cleaning every nook and cranny. Scrub that tub, scrub those grout lines, get the hair out of the drain, scrub the ring away from inside the toilet. Don't forget to put away your razor, blow dryer, curling iron, all of it...every day. The bathroom must look clean and sterile. Dirty bathrooms can turn off a prospective buyer right away. Bathrooms can make or break a deal. If your bathroom is dingy, paint it, add a plant, add a wall hanging candle, decorate it up so people say, "that's a cute bathroom."

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***"An old Realtor trick is to pop some cinnamon rolls or cookies in the oven 5 minutes before a showing"***

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### 8. **What is That Smell?**

People don't like to admit it but, everyone's home has a certain *smell* to it. We just never notice because we live with it day in, day out. This is definitely the case when pets are present in our homes. We quickly adapt to their smells but others won't. Strategically placing fresh scent devices throughout the home will be pleasant to the nose of any potential buyer. As a matter of fact, an old Realtor trick is to pop some cinnamon rolls or cookies in an oven 5 minutes before a showing. I bet you thought all Realtors just had a sweet tooth huh?!?!

My hope with this report has been to educate you and help you avoid the pitfalls many home sellers go through. I hope you found the ideas valuable and if there is ever any way I can be of service to you or anyone you care about, please contact my office. ***Your initial consultation is always completely free of charge and you're under no obligation of any kind.*** We'll sit down for 15-20 minutes... no high-pressure, just plain, honest talk about what it's going to take to achieve your personal goals. Go ahead, pick up the phone and give me a call. I'd love to hear from you!

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