

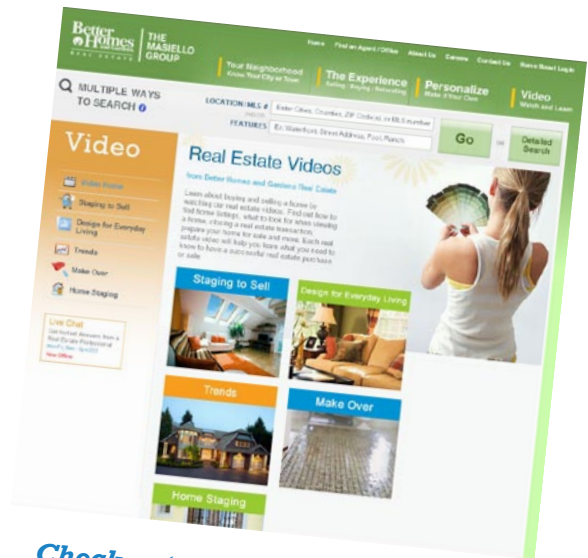
# “Shine Online” Checklist

[www.masiello.com](http://www.masiello.com)

## Make the Best First Impression!

In today's market the first impression that potential buyers get of your property is what they see online. Ask your Masiello REALTOR® to walk around the house with you and give you some ideas on how to make your home more appealing to today's buyers. Your Realtor is the expert. Here are some pointers:

- ❖ Buyers shop by price and curb appeal. Make sure you are competitive in both. Take the time to go online and see other properties for sale similar to yours.
- ❖ Visit [Masiello.com](http://Masiello.com) and look at the Video section to get some great ideas. Contained there are a host of videos on home staging and decorating produced by the award winning staff at Better Homes and Gardens where you can find some great ideas.
- ❖ Your home will have 12 -25 photos and possibly a video slide show. Other than price these images are the most critical factors in determining how buyers formulate which houses they will choose to look at first. The better the images, the greater likelihood of activity.
- ❖ Consider offering a Home Warranty. It will protect the buyer from unexpected repairs. Home Warranties are proven to make homes worth more to buyers and therefore help them sell faster.



Check out our 50+ Home Staging & Design videos for some great tips!

## Key Area's to Focus on

### Exterior

- Repaint siding
- Repaint or touch up trim
- Repair/Repaint gutters and downspouts
- Repair/Repaint fences
- Seal driveway
- Wash all windows
- Trim trees, hedges, and shrubs
- Weed and feed lawn
- Remove all clutter (garden tools, toys, etc.)

### Entrance way

- Check working order of doorbell and exterior light
- Replace welcome mat
- Repair/Repaint storm door and/or front door
- Clear interior entry of all clutter
- Clear and clean out front hall closet

### General

- Replace burned-out light bulbs
- Clear cobwebs from corners and doorways
- Wash light switches, hand rails and doorknobs
- Clear and clean all closets
- Add “welcoming” touches: potted plants, flowers, etc.

### Living / Dining / Family / Bedrooms

- Repaint or touch up walls and ceilings
- Repair/Replace old molding
- Shampoo carpet and/ or wash and wax floors
- Remove excess furniture
- Clean curtains, shutters, blinds, etc.
- Clean fireplace, mantle, shelving
- Replace old bedspreads

### Kitchen/ Baths

- Clean or replace faucets and fixtures
- Repaint or repaper walls
- Thoroughly clean range/Oven, refrigerator and other appliances
- Clear out and clean cabinets, drawers and medicine chests
- Remove clutter from countertops
- Clean or replace curtains
- Grout tubs and showers
- Replace old toilet seats and shower curtains

## Before Every Showing or Open House

### Exterior

- Pick up tools and toys
- Put garbage cans in garage
- Close garage door
- Park cars in street or in garage

### Interior

- Clear off all counters and tabletops
- Turn on all lights
- Open shades and curtains
- Put soft music on stereo
- Give the house a pleasant aroma - such as fresh bread, fire in fireplace, etc
- Set dining room table
- Make all beds
- Set thermostat at comfortable temperature

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