



Buyers Desire a Move-in Ready Home

No one wants to buy work!

Today's buyers are busier than ever and therefore want to move into a home that they can immediately start enjoying.

Avoid these two problems that will make buyers pass up your house:

Deferred Maintenance:

Addressing any deferred maintenance prior to listing will prevent buyers from making a mental "To-Do" list upon viewing your home. Even the smallest task can raise a red flag and make buyers assume that bigger and more costly issues they can't see are also a problem.

Outdated Appearance:

An older home needs to compete with new construction. Nothing turns a buyer away faster than a home with an outdated appearance. Staging can make the home appear modern and fresh without having to hire a contractor – saving you a lot of money! When outdated kitchens and baths are staged, it shows buyers that the home can look nice until they are ready to invest more time and money, and won't be a reason not to buy.

Buyers Desire a Home They Aspire to Live In

"This is the house I've been looking for."

When house hunting, buyers are not just looking for a roof over their head, they are looking for an improved quality of life. There is a reason they are looking to buy and your home needs to show that it is the solution. Each room should appear well designed with a defined purpose so buyers can see all the possibilities for the home. Play up the positives of your home by creating strong focal points, a cohesive color story and design, and proper furniture placement. Lastly, stylize your home with coordinating accessories, pillows, art, florals and greenery to make the home shine.

Buyers Desire a Home They Fall in Love With

"This house could be my home."

People viewing your home are a captive audience. Your home has already fit into the criteria they are looking for in terms of location, price, and size – grab their emotions and it will sell your home. Mental move in cues, such as a cozy reading nook, create emotional connection points that buyers need to imagine the fabulous life they could live if they were to buy your home.

Emotional connection points combined with a well-designed and move-in ready appearance will guarantee your home outshines the competition and be a home buyers desire.