



Love it, Then List It

5 Simple Ways To Make Your Home Market Ready

For a home to attract the attention of homebuyers, it has to have that *je ne sais quoi*. Realtor Genna Hill has worked with some of Chicago's most notable designers and knows how to style a home so it appeals to the marketplace at the right price. If you want your home to sell fast, stop reading now and give her a call. But for all of you DIY types, follow our guide to give your home a leg up against the competition before it even hits the market.

You've heard it before and you'll hear it here again. Get rid of all of the junk that has been piling up in corners, from stacks of magazines to surfaces filled with tacky trinkets. It's time to say buh bye to the stuff that distracts buyers from your home's natural beauty. Genna Says: Clear off everything from counters, bookshelves and tabletops, then put back only what is absolutely fabulous and absolutely necessary.



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Clear Out that Clutter. You've heard it before and you'll hear it here again. Get rid of all of the junk that has been piling up in corners, from stacks of magazines to surfaces filled with tacky trinkets. It's time to say buh bye to the stuff that distracts buyers from your home's natural beauty. Genna Says: Clear off everything from counters, bookshelves and tabletops, then put back only what is absolutely fabulous and absolutely necessary.

Selfies Still Aren't Cool. Sorry, friends, but all of those family photos you primed and styled for? Time to yank them off the walls and replace them with mirrors and art. While buyers will love to see your memories from the trip to Nantucket when Baby #6 was made, they would much rather picture how their own lives can fit in the four walls. Genna Says: Don't forget to patch the holes in the walls from where the frames used to hang to give the space that clean, cared-for feeling.

Stage It. It's as simple as this: Don't try to sell a home without any furniture and don't put it on the market without first evaluating your existing furniture set up. When it comes to home staging, less is definitely more, but since not everyone can picture a home's potential, make sure to leave a few key pieces that tell a story in every room. Genna Says: Create nice, open areas in every room of the house so that the home feels spacious and livable.

Goodbye to the Bold and the Beautiful. Yes you love it, but it has to go. We're talking about the hot pink accent wall in the study and the dramatic mural in the entryway. When it comes to real estate, bold is out and light and airy is in. Genna Says: Don't be afraid to repaint the house. This small investment will pay off in droves.

Let your OCD Shine. Pull out the rubber gloves and roll up those sleeves because it's time to clean it up. We're not talking about just dusting and finally putting away yesterday's laundry. From the extra clothes in your closet to the cobwebs around light fixtures, your home has to be spotless. Genna says: Before every showing or open house, deep clean the house. That means remove the dishes from the sink, get rid of any clutter and, for the love of God, put down those toilet seats.

When it's time to put your home on the market, bring in the experts to make sure you get the most of your money. Reference this list and Genna will provide one hour of consulting services totally gratis. Contact us for more information.