

## The 6 C's Of Merchandising...

### How To Get Your Home Market-Ready

- 1. Curb appeal...how does your property look from the curb? If potential buyers don't like the looks of the house from the curb, they become disappointed and often times won't go in the house.
- 2. Clutter...eliminate it everywhere: closets, garage, attic, each room, yard, etc.
- 3. Clean...everywhere, everything. People value cleanliness...both in what they see and smell.
- 4. Character and charm...what makes your property special—little touches of decorating such as flower arrangements in a room and fire in the fireplace can all contribute to a special feeling.
- 5. Critique your home objectively...how does it compare to others in the area? What are your property's strengths and potential weaknesses? Highlight the benefits of your home on a "Home Feature Sheet."
- 6. Cost vs. Value...spend money in the right places and on the right items to get your home "market ready."