

SELLERS

disconnect your emotions

□ Disconnect your Emotions

Selling your home can be a very emotional time, and disconnecting your emotions from the process can be a challenge. Think back to when you purchased your home and what you thought about as you visited different homes. Sometimes the homes have so many personal items around it is difficult to envision yourself there, yet the home might have been a perfect fit. Or consider how you might feel about stained carpet, wallpaper, dark paint colors - these are all indications of additional costs that a buyer might incur, and could impact offers.

□ Color is a personal choice

As you prepare sell your home, take a walk through your home as though you were purchasing it. If you have painted any of your rooms dark colors, consider the size of your room. Does the dark color make it smaller? When conversing with real estate agents, you will often find that when Consider these items when looking at color:

Light colored rooms work best when they have a large amount of natural light to bounce around in them.

Dark paint in a room does not lie in the color but in the amount of light it gets. An accent wall may actually appear to extend a room.

□ Depersonalize your home

As you prepare to list your home, consider a “depersonalization” process. depersonalization involves creating a home that is inviting to a wide range of potential buyers. Ultimately, you want to offer a home where a potential buyer can visualize themselves in the house you’re selling. To achieve this, you should remove anything in your house that may not appeal to another person. Keep in mind that your house will ultimately belong to someone else and that person will create their own style.

□ Clean

This should go without saying. If the house is not clean, it could be an indication to a buyer of other issues, even if there aren’t. For example, unmade beds, dishes in the sink, dirty laundry overflowing in a laundry basket or on the floor, and dust on furniture are all unappealing to potential buyers



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