

5 Things Every Seller Must Do to *Maximize* Home Values

Selling your home in today's market takes more than just putting a sign in the yard. These five proven steps will help you position your property to attract more buyers, sell faster, and maximize your home's value. The First step is partnering with a trusted real estate expert that is knowledgeable in the current market and that has a proven track record of success.

1. Stage to Sell

- First impressions sell homes. From furniture placement to decluttering to lighting, staging makes buyers feel "at home" the moment they walk in.

2. Smart Updates = Big Returns

- Small investments can add huge value.

Think: painting kitchen cabinets, swapping hardware, adding new carpet, or a fresh coat of paint. These details transform your home without breaking the bank.

3. Curb Appeal Counts

- Landscaping, fresh mulch, power washing, and clean entryways set the tone before buyers even open the front door.

4. Market with Muscle, Not Just a Sign

- Don't list with an agent who just "sticks a sign in the yard." You need advanced marketing: professional photography, video, targeted social media ads, and exposure to the widest buyer pool.

5. Declutter, Depersonalize, and Deep Clean

- A clean, spacious-feeling home is more desirable. Sellers must remove excess furniture, clear countertops, and minimize personal items like family photos to help buyers envision themselves living there.

Plus, explore Buy Before You Sell options so you can move first, then maximize your home's value stress-free.