

STAND OUT @ OPEN HOMES

7 steps for open home success, by hitting the 5 senses:



TOUCH



VISION



HEARING



SMELL



TASTE

1 Clean

A clean home is **the #1 request buyers have asked for**, when viewing a home. So start from the street and work your way through the home to ensure it is new home clean.

First impressions count, and buyers judge the home within the first 15 seconds. If you have a regular cleaning service get them in the day of your open home.



2 Tidy

De-Personalise and Declutter the home.

Buyers don't want to feel like a guest, they want to envision the home as their own.

This is where getting your home staged by a stylist will be very rewarding. Staged homes sell **50% faster and keep buyers for 20 minutes longer at open homes**. Buyers want to envision themselves living in the home, staging gives them this option.

3 Low Maintenance

Low maintenance homes are what buyers pay more for. Our 2017 survey tell us that emotional buyers just want to move in and enjoy the home.

So repair, paint and fix is a must if you want to sell for top dollar.



4 Ambience

Play some calming, relaxing music, set a chill mood to your home. Also open all the windows and let the light in, switch on kitchen, bathroom and storage room lights.

Buyers will appreciate you highlighting these spaces.

5 Smell

After visual and sound the next sense you want to enhance is smell.

Fresh flowers that have a scent, in the living spaces. Scented candles in the bathrooms. Fresh coffee beans in a bowl in the kitchen. Freshly baked bread, muffins, etc. in the kitchen also make for homely smells.



6 Refreshments

Make sure you have some coffee and water, muffins or biscuits in the living area with a help yourself sign. Best way to keep someone in your home longer is to give them a beverage. Remember that your home is one of many homes the buyer visits. Make a lasting impression.

7 Takeaways

Have a flyer with images of your home. Local amenities. Features and Benefits of the home. Building and Pest Inspection Report. Pool Certificate. Sellers Wants, give a lasting impression and make it easy for the buyer to make an offer.

Your Real Estate Agent can help you with this.



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