



## showmanship

WILL HELP SELL YOUR HOME



IT IS PARAMOUNT TO AROUSE THE PROSPECT'S DESIRE FOR YOUR HOUSE  
BY MAKING IT ATTRACTIVE.

LET YOUR HOME SMILE A WELCOME TO THOSE WHO WANT TO BUY.

**HERE are 20 tested tips to help your Broker show your home to its best advantage.**

Some of them may be applicable to you and your home, others may not; but read them all.

### PREPARATION FOR SHOWING

1. **First impressions are lasting impressions.** An inviting exterior insures inspection of the interior. Keep your lawn trimmed and edged — the flower beds cultivated — the yard free and clear of refuse. In the winter time, remove snow and ice from the walks and porch stoop.
2. **Decorate your home — a step toward a SALE.** Faded walls and worn woodwork reduce *desire*. Do not tell the prospect how the place can be made to look — show him by redecorating first. A quicker sale at a higher price will result.
3. **Cleanliness is next to Godliness.** Bright, cheery windows and unmarred walls will assist your sale.
4. **Fix that faucet.** Dripping water discolours the enamel and calls attention to faulty plumbing.
5. **A day with the carpenter.** Loose door knobs, sticking drawers, warped cabinet doors and the like are noticed by the prospect. Have them fixed.
6. **From top to bottom.** The attic and basement are important features. Remove all unnecessary articles which have accumulated. Display the full value of your storage and utility spaces.
7. **Step high — step low.** Prospects will do just that unless all stairways are cleared of objects. Avoid cluttered appearances and possible injuries.
8. **Closet illusions.** Clothes properly hung, shoes, hats and other articles neatly placed, will make your closets appear adequate.
9. **Dear to the heart is the kitchen.** Colorful curtains in harmony with the floor and counter tops add appeal for the *Lady of the House*.
10. **Check and double check your bathroom.** Bright and clean bathrooms sell many homes.

11. **For the rest of your life.** Bedrooms are always outstanding features. Arrange them neatly.
12. **Can you see the light?** Illumination is a welcome sign. For after-dark inspection, turn on your lights, from the front porch on through. The prospect will feel a glowing warmth otherwise impossible to attain.

### SHOWING THE HOUSE

13. **"Three's a crowd."** More will lose the sale. Avoid having too many people present during inspections. The prospect will feel like an intruder and will hurry through the house.
14. **Music is mellow.** But not when showing a house. Shut off the radio and television — they distract. Let the salesman and the buyer talk, free of such disturbances.
15. **Love me, love my dog** does not apply in house selling. Keep pets out of the way — preferably out of the house.
16. **Silence is golden.** Be courteous but do not force conversation with the prospect. He is there to inspect your house — not to pay a social call.
17. **Be it ever so humble.** Never apologize for the appearance of your home. After all, it has been lived-in. Let your trained broker answer any objections that are raised. This is his job.
18. **In the shadows.** Please do not *tag along* with the prospect and the salesman. He knows the buyer's requirements and can better emphasize the features of your house when alone. You will be called if needed.
19. **Putting the cart before the horse.** Trying to dispose of furniture and furnishings to the prospect before he has purchased the house often loses the sale. Proper timing is important.
20. **A word to the wise.** Do not discuss price, terms, possession or other factors with the customers. Refer them to your broker. He is better equipped to bring the negotiation to a favorable conclusion with all due dispatch.

### ASK YOUR BROKER FOR



MULTIPLE



LISTING



SERVICE

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