

**Marketing Tips for Sellers: Page 1 of 3**  
*Courtesy of Richard D. Malin & Associates, Inc.*

In the first column, place a checkmark beside the ideas you plan to use.  
 Once you have completed a task, place a checkmark in the second column.

**1. HAVE A PROFESSIONAL CHECK ON THE FOLLOWING MAJOR SYSTEMS: \***

AIR CONDITIONING UNITS AND/OR HEAT PUMPS	<input type="checkbox"/>	<input type="checkbox"/>
ELECTRICAL: Include the outside service box, interior service panel, wiring, outlets, etc.	<input type="checkbox"/>	<input type="checkbox"/>
INSULATION: Include areas visible in attic, on the plumbing and ductwork, floors above unheated areas, etc.	<input type="checkbox"/>	<input type="checkbox"/>
INTERIOR: Include the condition of flooring, walls, trim, cabinets, windows, doors, fireplace, etc.	<input type="checkbox"/>	<input type="checkbox"/>
ROOF: In addition to the roof itself, check the chimney, flashing, dormers, sunroof, etc.	<input type="checkbox"/>	<input type="checkbox"/>
EXTERIOR: Include items such as gutters, downspouts, walkways and driveways, patios, decks, porches, soffit & fascia, doors, windows, trim, wall surfaces, garage, retaining walls, etc.	<input type="checkbox"/>	<input type="checkbox"/>
HEATING: Include all that apply - furnace, boiler, electrical heater, thermostat, oil tank, chimney, vents, ductwork, etc.	<input type="checkbox"/>	<input type="checkbox"/>
PLUMBING: Include public and private supply line, water and gas piping, water tank, water/waste lines, fixtures such as sinks, faucets, tubs, main shut off valves, exhaust flues, traps/drains, sump pumps, etc.	<input type="checkbox"/>	<input type="checkbox"/>
STRUCTURE: Include footings, beams, and joists, structural integrity of foundation and walls both inside and outside, chimney, evidence of structural damage due to termites and/or fire, etc.	<input type="checkbox"/>	<input type="checkbox"/>

\* FYI: All of the items in #1 above are checked and reported on with our pre-listing home inspections.

**2. MAKE MAINTENANCE IMPROVEMENTS:**

Caulking: Apply fresh as needed around windows and doors.	<input type="checkbox"/>	<input type="checkbox"/>
Chimney: Have professionally cleaned, and install or repair hoods/caps as needed.	<input type="checkbox"/>	<input type="checkbox"/>
Doorknobs: Tighten if loose, and replace if broken, sticking, or outdated.	<input type="checkbox"/>	<input type="checkbox"/>
Driveway: Repair or recoat. Pull weeds from edges and cracks.	<input type="checkbox"/>	<input type="checkbox"/>
Exterior walls and trim: Repair cracks and repaint. Repaint or touch up areas that are chipped and peeling.	<input type="checkbox"/>	<input type="checkbox"/>
Faucets: Repair if leaky. Replace if needed to update and improve appearance.	<input type="checkbox"/>	<input type="checkbox"/>
Filters: Replace dirty filters in furnace and/or air conditioning system.	<input type="checkbox"/>	<input type="checkbox"/>
Grout: Replace grout/caulking in bathroom and other ceramic tile areas if needed to improve appearance.	<input type="checkbox"/>	<input type="checkbox"/>
Gutters: Clean out debris and leaves. Replace or repair if cracked or broken.	<input type="checkbox"/>	<input type="checkbox"/>
HVAC: Have your furnace company service your unit and make sure they apply a current sticker.	<input type="checkbox"/>	<input type="checkbox"/>
Light fixtures: Repair or replace any that do not work. Replace bulbs if burned out. Update as needed.	<input type="checkbox"/>	<input type="checkbox"/>
Paint: Replace unusual colors with neutrals such as a warm tan, cream, or dove gray. Use neutral trim.	<input type="checkbox"/>	<input type="checkbox"/>
Railings: Secure if loose on decks, interior stairways, or exterior walkways.	<input type="checkbox"/>	<input type="checkbox"/>
Screens: If torn or deteriorating, take to a hardware store for a surprisingly inexpensive rescreening.	<input type="checkbox"/>	<input type="checkbox"/>
Soil: Grade away from the foundation of house as needed.	<input type="checkbox"/>	<input type="checkbox"/>
Trees and shrubs: Trim where touching or overhanging house or crowding entrance areas.	<input type="checkbox"/>	<input type="checkbox"/>
Ventilate: Use fans or dehumidifier to air out basement and crawl spaces.	<input type="checkbox"/>	<input type="checkbox"/>
Wallpaper: Remove if outdated or repair if loose or peeling.	<input type="checkbox"/>	<input type="checkbox"/>
Walls, ceilings, baseboards: Patch holes and cracks and then repaint.	<input type="checkbox"/>	<input type="checkbox"/>
Window glass: Replace broken panes, and as mentioned repair or replace torn screens.	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks: Repair if unsafe, and remove weeds and grass if overgrown.	<input type="checkbox"/>	<input type="checkbox"/>

**3. TAKE SAFETY PRECAUTIONS**

Basement, garage, storage areas, attics: Remove clutter for easy access by realtors, buyers, and inspectors.	<input type="checkbox"/>	<input type="checkbox"/>
Flammable products: Keep away from furnace, water heater, space heaters, fireplace, etc.	<input type="checkbox"/>	<input type="checkbox"/>
GFCI outlets: Install in "wet" areas such as bathrooms, kitchen, and laundry room.	<input type="checkbox"/>	<input type="checkbox"/>
Radon: Have levels checked. Install mitigation system if reading is high. Display report if reading is low.	<input type="checkbox"/>	<input type="checkbox"/>
Sidewalks and driveways: Remove snow, ice, and excessive amounts of leaves, if applicable.	<input type="checkbox"/>	<input type="checkbox"/>
Smoke detectors and carbon monoxide detectors: Install on each level and/or replace old batteries.	<input type="checkbox"/>	<input type="checkbox"/>
Walkways: Keep hallways, stairways, and walking paths in the interior and exterior free of clutter and debris.	<input type="checkbox"/>	<input type="checkbox"/>

**4 A. MAKE COSMETIC IMPROVEMENTS - INSIDE THE HOME**

Accents: New throw blankets or pillows can give older furniture an updated and inviting look.	<input type="checkbox"/>	<input type="checkbox"/>
Bathrooms: Buy plush new white towels, hang on racks, and then don't use them. Use your old towels and put in hamper after using. Flush toilets, remove stains, and keep lids down. Put out fresh bars of soap and full rolls of toilet paper. Rinse tub or shower stalls after each use. Keep personal items to a bare minimum in medicine cabinets and on the sink. Replace shower curtain if there is mildew.	<input type="checkbox"/>	<input type="checkbox"/>
Cleaning: Pay attention to details such as cobwebs, ceiling fans, baseboards, carpet stains, and doorknobs.	<input type="checkbox"/>	<input type="checkbox"/>
Closets: The less items, the larger the space will look. Keep floor of walk-ins uncluttered for easy access.	<input type="checkbox"/>	<input type="checkbox"/>
Clutter: One of the easiest yet most effective tasks is to pick up, put away, or throw away all clutter. Discard or donate unwanted items. If possible, store nonessentials in an off-site storage unit. Pay special attention to toys, items on steps, old mail and newspapers, the home office, shoes and coats by doorways, full ashtrays, assorted "junk" on entertainment units and bookshelves, kitchen, and bathroom.	<input type="checkbox"/>	<input type="checkbox"/>
Curtains & shades: Wash and hang fresh then keep open to create a bright, inviting atmosphere.	<input type="checkbox"/>	<input type="checkbox"/>
Floors: Polish wood floors, mop tile and linoleum floors, and clean rugs and carpeting.	<input type="checkbox"/>	<input type="checkbox"/>
Fresh air: Weather permitting, keep windows and doors open to keep house smelling outdoor fresh.	<input type="checkbox"/>	<input type="checkbox"/>
Fresh fruit or flowers: Place a bowl of fresh fruit, such as lemons, or a vase of fresh flowers on table.	<input type="checkbox"/>	<input type="checkbox"/>
Furniture: Keep to a minimum. Once your house goes on the market, it's not about your comfort anymore. Too much furniture shrinks the look of rooms. If possible, place excess in off-site storage unit.	<input type="checkbox"/>	<input type="checkbox"/>
Hinges: Oil squeaky hinges on doors, windows, closets, cabinets, and cupboards.	<input type="checkbox"/>	<input type="checkbox"/>
Kitchen: Keep appliances and floor sparkling clean. Keep cabinets and refrigerator uncluttered and tidy. Keep items on counter to bare minimum. Clean oven/stove fans and ventilation hoods.	<input type="checkbox"/>	<input type="checkbox"/>
Knick knacks: Think minimalist. Keep only as many decorative items as needed to create an inviting room.	<input type="checkbox"/>	<input type="checkbox"/>
Laundry: Keep all dirty laundry in hamper, and keep laundry area clean and clutter free.	<input type="checkbox"/>	<input type="checkbox"/>
Light bulbs: Use bright bulbs in lamps and light fixtures to create cheery rooms. Use lighting to create ambiance or to highlight interesting features such as crown molding, leaded glass, fireplace mantle, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Linens: Regularly wash and change sheets and other bed linens to keep bedrooms smelling fresh.	<input type="checkbox"/>	<input type="checkbox"/>
Pets: Clean cat litter boxes daily and replace with fresh litter weekly. Vacuum pet hairs from rugs and furniture. If possible place pets with a sitter during an open house or a showing.	<input type="checkbox"/>	<input type="checkbox"/>
Personal items: Put away or store off site any personal items such as family photos, college banners, trophies, travel souvenirs, invitations or other items attached to refrigerator with magnets, etc.	<input type="checkbox"/>	<input type="checkbox"/>
Scents: Spray or use candles during open house but choose understated scents like vanilla or clean linen.	<input type="checkbox"/>	<input type="checkbox"/>
Storage: Keep closets, drawers, under beds, attics, garages, etc. empty of all but bare essentials to increase the look of storage capacity.	<input type="checkbox"/>	<input type="checkbox"/>
Wastebaskets: Keep clean, empty, and if possible out of sight.	<input type="checkbox"/>	<input type="checkbox"/>
Windows: Keep glass and sills clean and free of dirt and bugs. Wash screens with sudsy water and rinse.	<input type="checkbox"/>	<input type="checkbox"/>

