



HOME OWNER TIPS BEFORE LISTING

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1. First 10 Seconds: The "Approach Test" Most Sellers Never Do

Why it matters: Buyers form opinions before they ever step inside.

- Sellers often focus on interior staging but forget the parking, walking path, and front entry.
- Look at the home like a buyer: where they park, what they see first, and how the front door feels.
- Common misses include cracked walkways, dirty porch concrete, spider webs, worn door hardware, and faded house numbers.

Key takeaway: If the front entry doesn't feel clean, intentional, and welcoming, buyers mentally downgrade the rest of the home.

2. Declutter and Clean

Why it matters: A clean, uncluttered home signals care, space, and move-in readiness.

- Rent a storage unit to store extra items, garage clutter, and seasonal or excess decorations. The minor cost is well worth a buyer seeing a neat, spacious home.
- Pack knick-knacks and personal items early and store them away. Less visual noise helps buyers focus on the home itself.
- Clean the house every time you leave. You never know when a buyer may want to walk through while you're at work.

Key takeaway: Don't forget overlooked areas: wash windows, pressure wash siding and driveway, and sweep cobwebs out of the garage.

3. Smell Is Silent, but It Sells or Kills the Deal

Why it matters: Smell triggers emotion faster than visuals.

- Sellers often become nose-blind to pets, cooking smells, basements, or overly strong air fresheners.
- Buyers may not comment, but they remember.
- Overusing candles or plug-ins can signal that something is being covered up.

Key takeaway: Neutralize odors rather than masking them. Clean carpets, replace HVAC filters, and air the home out properly.



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4. Lighting: One of the Cheapest Value Boosters and Most Overlooked

Why it matters: Dark homes feel smaller and less inviting.

- Burned-out bulbs, mismatched color temperatures, and unlit rooms are common oversights.
- Brightness is subconsciously associated with cleanliness and quality.
- Consistent lighting improves flow and mood during showings.

Key takeaway: Use matching warm-white LED bulbs and ensure every room is fully lit.

5. "Invisible" Maintenance Issues Buyers Always Notice

Why it matters: Small defects raise big red flags.

- Loose door handles, squeaky hinges, dripping faucets, chipped paint, and sticky doors suggest neglect.
- Buyers often inflate the perceived cost of these minor issues.
- Quiet moments during showings are when buyers notice these details most.

Key takeaway: Fix anything that doesn't work smoothly, quietly, or correctly.

6. Closets, Cabinets, and Storage: Where Deals Quietly Die

Why it matters: Storage sells lifestyle, not just square footage.

- Overstuffed closets and garages make homes feel smaller than they are.
- Buyers open doors, drawers, and cabinets, especially in private showings.
- Crowded storage suggests the home lacks capacity.

Key takeaway: Remove 30 to 40 percent of contents to make storage feel abundant.



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7. Personal Clutter That Sabotages Emotional Connection

Why it matters: Buyers need to imagine themselves living there.

- Family photos, collections, and highly personal decor can distract or alienate buyers.
- Buyers don't just evaluate logic; they respond emotionally.
- The goal is warmth without personalization overload.

Key takeaway: Aim for "model home" energy: inviting, neutral, and easy to visualize.

8. Pre-Showing and Open House Habits That Work Against You

Why it matters: Behavior can undo great staging.

- Sellers staying home, cars in the driveway, TVs playing, or pets present create discomfort.
- Buyers linger longer and form stronger emotional connections when they feel privacy.
- These habits are often underestimated by sellers and agents alike.

Key takeaway: Leave the home completely, remove pets, clear the driveway, and create a calm, quiet showing environment.