

# your home

SEPT/OCTOBER 2019

*Tips and trends for homeowners, buyers and sellers*



↙ While it's true that most homes tend to sell in spring or summer, this shouldn't discourage potential sellers from listing a home in fall. Think about these tips and tricks to make your home more appealing to buyers as the leaves start to turn.

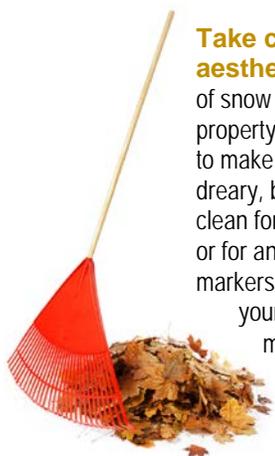
**Show off the home's potential.**

Give buyers an idea of how the home would look during warmer months. If you're planning on selling later in the calendar year, consider taking photos of your home in the spring or summer and have them on display during open houses or showings. Giving potential buyers a glimpse into the future may get them to sign on the dotted line.



**Take care of exterior aesthetics.**

Piles of leaves or mounds of snow can make the exterior of your property look messy. Colder months tend to make most outdoor areas look dull or dreary, but remember to keep things clean for any photos taken of your home or for any viewings. Consider using markers to clearly define the edges of your property, as weather elements may make things fuzzy to buyers.



**Brighten up the place.**

Colder months can feel dreary. To take advantage of available natural light, keep your blinds and curtains wide open for showings. The more natural light shining into your home, the more attractive it will look. Also, think about using different types of light bulbs to add extra brightness to your living spaces. And don't forget about outdoor lighting! With the sun setting earlier, a well-lit exterior is a must for viewing your home in the afternoon or evening.



## TARGETED STAGING

When selling a home, it can be difficult to find a perfect sweet spot of how to market your property to every single buyer demographic, but you can stage extra bedrooms of your home to appeal to certain types of people. When getting your home ready for viewings, consider these three target groups:

**Young couples.** Many first-time homebuyers are young people with the idea of starting a family.



Consider taking a spare room and converting it into a child's bedroom. This helps the buyer visualize the possibility of raising kids in the space.

**Single professionals.** Young professionals today are increasingly working from home. Having an office space in your home with good lighting for long hours spent on the job is a great idea. Think about furnishing the office with a pull-out couch, showing the young buyer that while the space is made for working, it can also double as a place to house weekend guests.



**Large families.** Big families need a lot of space. Converting spare storage rooms or offices into enough bedrooms for a full family is a must. You can even take offices on your main floor or in the basement and show potential buyers that there is plenty of room for not only the children they have now, but also for future family expansions. Also consider mocking up these bedrooms for a wide variety of ages: a room for an infant with a crib; a room for an elementary schooler with toys; and a more refined room for a child in high school or college.





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# COLD WEATHER prep

↘ Fall and winter are just around the corner. Cold temperatures and weather changes can greatly impact your home, and as a homeowner, you need to be prepared. Here are a few components of your home to think about when preparing for the shift in seasons:

➔ **Gutters and downspouts.**

Homeowners need to consistently keep their gutters clean to prevent buildup of leaves and other debris. Make sure water doesn't pool at the bottom of the spout. Standing water can damage your driveway, sidewalk or even the home's foundation.

➔ **Chimneys and fireplaces.**

If you regularly use a fireplace in the colder months, call a professional to clean and inspect your chimney to ensure there are no blockages. Make sure to test the flue in your fireplace as well, as a tight seal is best to prevent moisture and debris from entering your home.

➔ **Windows and doors.**

Swap all of your door and window screens that you use in the warmer months for more protective storm windows. Installing weather stripping or caulking around your doorframes and windows is also a good idea to help lower heating bills.

➔ **Landscaping.**

Trim tree limbs that are close to your roof or any power lines. Snow and ice storms can wreak havoc and cause debris to damage your home. Also, grass roots are growing deep into the ground to prepare for winter, so consider fertilizing or reseeding your lawn before it gets cold.

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