

# 10

## Things Buyers Look for When Shopping for a New Home

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A Special Report from

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## Things Buyers Look for When Shopping for a New Home

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Here are 10 things buyers typically look for when shopping for a new home...

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### 1. First impressions last

When a buyer first sees your home, they have already made a judgment about it. That first impression means a lot to the sale of your home. It is always preferable that you prepare your home to look its best, which results in a faster sale, at a higher price.

Buyers want to inspect your house and neighborhood for the things that are important to them. They also tend to overestimate the cost of painting and repairs. Knowing this, you can put your house's best foot forward, so to speak. Make it look its best then leave it to us to show and sell it for you.

### 2. The front view greets the buyer

Make sure the front of your home is inviting. Keep your lawn well manicured and your gutters cleaned. Power washing the house, sidewalks, decks and driveways will greatly improve curb appeal. A new coat of paint on the front door and porch rails will give your entrance a fresh look!

### 3. Dust and dirt reduce appeal

Inspect your home for cobwebs in the corners, dusty ceiling fans, dirty baseboards and carpets. A small investment in time and a good cleaning will make your home look its best and provide the greatest return.

#### **4. Make rooms look larger**

Remove excess furniture, pictures and posters. Neat, orderly rooms and closets will make rooms look larger and help you sell your home faster.

#### **5. Soft music and sweet aromas are inviting**

Have the intercom or stereo tuned to a station of soft background music. Scented candles and potpourri give the home a pleasant aroma. If you're so inclined, bake a fresh batch of cookies and leave them for your potential buyers to enjoy.

#### **6. Kitchens and bathrooms sell homes**

Check and repair caulking around tubs, showers, sinks and countertops. Remove as much from countertops as possible by putting away toasters, bread makers, toaster ovens, etc. What's left, place neatly on a tray or in a basket. Make these rooms sparkling clean.

#### **7. Display the full value of your storage space**

Remove all unnecessary articles from your closets. Perhaps now is the time to start packing for your move. Neatly stacked boxes look much better than cluttered shelves and floors.

#### **8. Pay attention to details**

Loose knobs, sticking doors, dirty air return filters, ovens, and tile grout, loose wallpaper seams and other minor flaws detract from your home's value. You may not notice it but your buyers will!

#### **9. Let the sun shine in!**

Open blinds, shades and curtains to show how cheerful your home is. Turn on every light in the house. Make sure light fixtures are clean. When possible, wash windows and remove screens — this can increase light by 50%!

## 10. Pets underfoot?

Many buyers are very pet sensitive. Keeping them out of the way — preferably out of the house — is best. Pay special attention to pet odors. Removal of pets, beds, bowls and toys will reduce pet odor and buyer rejection.

Please feel free to call me if you would like further explanation on any of these topics, or if you have any real estate questions at all. I simply see my mission as striving to be as helpful as I possibly can to area home owners. I hope this special report provided you with the information you need.

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