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Lisa's 7 Money Making Rules To Prepare Your Home For Sale:

1. What you like & what sells a home are two different things! Unless you have a decorator's eye, go neutral to appeal to the widest spectrum of home buyers.
2. Leave nothing to the buyers imagination
Old, ugly, or torn carpet? Forget carpet credits-put in new. People buy on emotion. Credits appeal to logic not emotions.
3. Estimate fix up cost and time, then double it
I survived two remodels costing three times the estimate and taking four times as long as planned
4. Ask your agent for fix up advice & insist they offend you!
Many agents won't offend a client because they're too nice or fear losing their business. So they tell the owner their home is perfect and don't offer any advice on simple, inexpensive ways to increase a home's appeal. The silence cost the owner \$1,000s....
5. Don't bite off more than you can chew
Home sellers say things like, "Yeah I can paint the house, redo the yard, and update the bathroom... by Friday." Optimism has its place, but not here. Be realistic.
6. Don't list your home as a work in progress
Your home gets the most lookers when it's "the new home on the market." They'll remember it as it was and won't come back to see if you've spiffed it up.
7. More to life than money
You may be better off selling "as is" and avoiding hassle. You may not squeeze out every last dollar, but there IS more to life than money.