SCOTT'S SELLER SECRETS

12 WAYS TO GET YOUR VENICE HOME READY TO SELL

The same list I walk through with every seller in Venice and Wellen Park before their home goes on the market.

Most buyers see your home online long before they see it in person, and they decide fast. None of these cost much, and together they change how your home looks in photos and how it feels at a showing. A few are specific to Florida homes, because buyers here look at the lanai and the pool first.

1

LIGHT EVERY ROOM FOR PHOTO DAY

Open the blinds, turn on every lamp and fixture, and match the bulbs so the light looks even. Dark rooms get scrolled past online.

2

CLEAR THE COUNTERS

Keep one simple touch, like a bowl of fruit or a plant. Everything else goes in a cabinet for now.

3

THIN THE CLOSETS TO ABOUT HALF FULL

Buyers open closet doors. A packed closet says "not enough storage," even when there's plenty. Half full shows room to grow.

4

MAKE THE BEDS SIMPLE

Light bedding and just a few pillows look fresh in photos and in person.

5

AIM FOR A CLEAN SMELL, NOT A SCENTED ONE

Heavy air fresheners make buyers wonder what's being covered up. Deal with pet and smoke odors early, before the first showing.

6

PUT AWAY FAMILY PHOTOS

Buyers need to picture their own life in your home, so family photos and personal items go in a box for now.

7 ONE LARGER PIECE OF ART PER WALL

A single piece feels calm. A crowded gallery wall makes a room feel smaller and busier than it is.

8 REFRESH THE FRONT DOOR

A coat of paint, a new mat or a potted plant. It's the first thing buyers see when they walk up, and the first photo many of them remember.

9 GIVE IT FLORIDA CURB APPEAL

Pressure wash the driveway, entry and pool deck, and trim palms and shrubs away from the windows so the light gets in.

10 STAGE THE LANAI AND GET THE POOL SPARKLING

That's where buyers picture their Florida life. A clean table, a couple of chairs and clear water go a long way.

11 HAVE YOUR FILE READY

Roof, A/C and water heater ages, a wind mitigation report, HOA documents and permits. Buyers and their insurance companies ask for these, and having them ready keeps the sale moving.

12 PRICE OFF WHAT ACTUALLY SOLD NEARBY

Your neighbor's asking price isn't a sale. I'll show you what homes like yours actually sold for, so you start at the right number.



THINKING ABOUT SELLING?

I'll walk through your home with you before you list, and tell you what's worth doing and what isn't.

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