



GET READY!!

Thinking of selling your home? Use these helpful tips to get ready to list your home with a Realtor!

How to prepare your home for prospective buyers

Selling a home can be exciting. Homeowners who made considerable financial commitments when buying their homes may come to get returns on their investments, but selling a hope need not be so nerve-racking. Buyers' tastes often dictate their interest in a

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Selling a home can be exciting, and homeowners can take steps to make sure their home sale is successful and lucrative as well.

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home. For example, no matter how immaculate homeowners may keep their colonials, such homes won't appeal much to buyers looking for a traditional Cape Cod cottage-style home. But while you might not be able to change your home's architecture to appeal to the masses, there are steps you can take to make your home more appealing to buyers whose dream home more closely resembles your own.

• Address curb appeal. Curb appeal goes a long way toward creating a lasting first impression, so homeowners can start by driving up to their homes and looking at them through the eyes of prospective buyers. Address the landscape if it needs some TLC, and power wash siding if it's appearing a little dirty. Examine your driveway for cracks and consider installing a new surface if the existing one is more of an eyesore than eye-catching. Finally, clear the yard of toys and tools before nailing the "For Sale" sign into the ground, as a cluttered yard will give buyers the impression that you did not prioritize keeping a clean and presentable home.

• Clear out the clutter. Some sellers stage their homes when putting them up for sale. But staging might not be an option for sellers who are still living in their homes and intend to do so until they find buyers. If you can't stage your home, then do your best to remove clutter,

including extra pieces of furniture you might have accumulated over the years that can make rooms seem smaller. Box up any books that no longer fit on bookshelves, and try to keep common areas like family rooms, hallways and kids' playrooms as open and clean as possible so the rooms appear roomy and relaxing.

• Let the light shine in. Dark homes are less appealing to prospective buyers, many of whom have no interest in living in caves that are void of natural sunlight. When showing your home, make sure all of the curtains are drawn and the blinds or shades are up. If trees or shrubs outside windows are blocking natural light from getting inside, consider trimming them so your home appears sunnier and more inviting. Bright homes tend to feel more spacious, so fix any light fixtures that need fixing and even add small lamps in rooms that could use some extra light.

• Tackle that to-do list. It's easy for a home's residents to grow accustomed to certain minor problems, such as a doorknob that always sticks or a creaky kitchen cabinet door. But buyers might be turned off by too many of these minor problems and wonder if any larger and more expensive issues also went ignored. Before showing your home, address all those minor repairs on your to-do list.

HVAC NEWS



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Indoor Air Quality

Indoor air quality is one concern that homeowners have when they decide to investigate air duct cleaning. In a typical six-room home, up to 40 lbs of dust is created annually though everyday living. Your heating and cooling system is the lungs of your home. The system is taking air in, and breathes air out.

Through normal occupation in a home, we generate a great deal of contaminants and air pollutants, such as dander dust, and chemicals. These contaminants are pulled into the HVAC system and re-circulated 5 to 7 times per day, on average. Over time, this re-circulation causes a build up of contaminants in the duct work.

While dirty ducts don't necessarily mean unhealthy air in your home, school or workplace, they may be contributing to large health issues or harboring contaminants that could cause serious problems for people with respiratory health conditions, autoimmune disorders, or some environmental allergies.

Energy Savings

According to the U.S. Department of Energy, 25 to 40 percent of the energy used for heating or cooling a home is wasted. Contaminants in the heating and cooling system cause it to work harder and shorten the life of your system. Although filters are used, the heating and cooling systems still gets dirty through normal use.

When an HVAC system is clean, it doesn't have to work as hard to maintain the temperature you desire. As a result, less energy is used, leading to improved cost effectiveness.

What should be evaluated?

- Supply Registers
- Return air grills
- Are the registers, grilles, and diffusers visibly clean?
- Are all the registers, grilles, and diffusers properly reset?

Components to be accessed and cleaned:

- Supply air plenum (Is the supply plenum free of moisture, stains and contaminants?)
- Return air plenum (Is the return air plenum free of visible dust and debris?)
- Remove all dirt, debris, mold, and mildew from all duct runs and trunk line.
- Sanitize all duct runs to prevent mold and mildew in the future.

Why Clean Air Ducts?

NADCA's rule of thumb for consumers is that "if your ducts look dirty, they probably are, and that dirty HVAC systems should be inspected by a reputable, certified HVAC professional. Below are some reasons homeowners choose to have their air ducts cleaned.

"Jamie was very professional when he came to clean my duct work. I really enjoyed his attitude. He went above and beyond on everything he did, and cleaned extra things, I didn't know were included. I am very happy with my service and have recommended Crossville Heating and Cooling to my friend"

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Home staging impacts buyers' final decisions

According to the National Association of Realtors® 2015 Profile of Home Staging, 49 percent of realtors representing buyers say home staging impacts most buyers' final decisions. Home staging is the act of preparing a home for sale by presenting it in such a way as to appeal to as many potential buyers as possible. Professional staging firms often address a home's interior to reduce clutter and rearrange furniture with a goal toward making a strong impression on prospective buyers during open house events or private showings. The NAR Profile found that the living room is the most important room to stage followed by the kitchen and the master bedroom. Eighty-one percent of realtors said staged homes make it easier for prospective buyers to visualize properties as their future homes. In addition, 10 percent of realtors said homes decorated against buyers' tastes will negatively impact the homes' values, further emphasizing the potential benefit of staging homes rather than showcasing existing homeowners' personal preferences.

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GET READY!!

Renovations and improvements are well worth the investment when you want to sell your home!

Host a successful open house

When selling their homes, homeowners can employ several strategies in an effort to drum up interest among potential buyers. One such strategy is to host an open house, which invites prospective buyers to tour the property.

Realtors have long used open houses to introduce properties to the market, and a well-planned open house can help sellers generate numerous offers in a single day. Whether working with a realtor or listing homes on their own, homeowners can follow a few simple tips to ensure their open house is a success.

- Generate publicity online. Nowadays many prospective home buyers do the bulk of their research via their computers and devices. By advertising their open houses online, sellers have the potential to reach a wide array of buyers. Many real estate agents employ sites such as Zillow.com and Trulia.com to promote open houses and showcase properties, so sellers can make sure their agents are taking advantage of these wildly popular sites. Some even allow sellers to list their homes on apps that buyers can peruse on their smartphones.

- Generate publicity in traditional ways as well. Traditional publicity should not be overlooked when promoting an open house. A \$5 "Open House" lawn sign is an effective and inexpensive way to attract buyers who are driving through desirable neighborhoods looking for their next homes. While the Internet is a valuable resource to promote your open house, the sheer volume of online listings can make it hard to reach potential buyers. A traditional lawn sign and a listing in your local newspaper are budget-friendly



When hosting an open house, sellers can take several steps to make their homes more appealing to buyers.

promotional opportunities that can generate interest in your open house.

- Invite your neighbors. Neighbors can be great salesmen for your home and the community where you live. Invite friendly neighbors to your open house and encourage them to chat with prospective buyers. Buyers will appreciate neighbors' firsthand knowledge about the community, and their friendliness can help to create a strong first impression that increases buyer interest in your home.

- Consider some changes to your home decor. When hosting an open house, you might not need to go so far as to stage your home, but you may want to make some changes to the decor to make your home more neutral and appealing to buyers from all walks of life. Remove

any potentially controversial artwork or decorative items, replacing them with more neutral items that won't offend or distract any potential buyers.

- Leave the hosting to the professionals. Unless you're selling the home on your own, resist the temptation to attend your

open house. Let your realtor do the work. Your absence can make it easier for potential buyers to see themselves in your home, while your presence may make them uncomfortable or hesitant to explore the property and ask any questions.

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Replacement projects can help increase the value of your home.

Replacement Projects
Sellers might consider having a home inspection done prior to listing the home as a way to detect any overdue replacement projects. A seller has the option of either fixing the problem or giving the buyer a discount to account for the needed repairs, but most realtors are an advocate for making the necessary repairs before selling. They believe that home buyers recognize the value of a house that doesn't need major repair. The house is probably not going to get all the value out of it, if the new

buyer knows they're going to have to replace the windows, siding or deck sometime soon.

In fact, according to the 2016 "Cost vs. Value" report from "Remodeling" magazine, **A vinyl window replacement** for a midrange home had an average cost of \$14,178, and returned \$10,778, or 76.0% at resale.

A vinyl siding replacement had an average cost of \$13,108, and returned \$9,448, or 72.1% at resale, according to the report.

A composite or vinyl Deck replacement/addition in a midrange home had an East

South Central Region average cost of \$15,818 and \$9,440, or 59.7%, was recouped at resale.

A Bathroom Remodel in a midrange home had a East South Central Region average cost of \$16,408 and \$9,208, or 56.1% was recouped at resale.

A Major Kitchen Remodel in a midrange home had a East South Central Region average cost of \$56,734, and \$36,682 or 64.7% was recouped at resale. Please give us a call to help you prepare your home to sell. You'll be glad you did, because "We make home improvement easy!"

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