

PREPPING YOUR HOME FOR SALE

In a cooling real estate market, a first time seller's first instinct might be to lower the price. But with a little work (and some polish here and there), you can enhance your apartment's attractiveness without being forced to lower the asking price. Read on for tips on how to pique your buyer's interest and get the best price while you're at it.

De-clutter

Above all, buyers need to be able to picture themselves in a new living space. That's why everything (almost everything) needs to go. This entails removing some furniture to show off the room's proper dimensions, stripping the walls of family photographs, and putting away personal items. De-cluttering will also make your apartment look cleaner in general. Would you want to live in a place filled with overflowing shelves and ratty carpets?

Get your apartment in "move in condition"

First thing's first, your home most probably needs a new paint job. While you want everything to look fresh and fabulous, any improvement should be practical. Avoid colours that are bright and crazy. Opt instead for neutral tones because as much as you want to appeal to the buyer, he/she probably has his/her own ideas of what to do with the walls. Try to make certain that the exterior walls have a fresh coat of paint as well, and that the potted plants out front are trimmed and watered.

While looks are important, it's even more important that doors, windows, power lines, and plumbing are in working order. And yes, all this should ideally be done before your first potential buyer steps in through that door. Your buyer doesn't want to spend time and money fixing things up.

Don't hide major problems

So you didn't go through the

depending on the scale of the problem. You may want to go through a thorough inspection yourself first. If

should do both), better pay extra attention to the words you use. Keywords you in your ad are just as

ling, mention that. If your house has fancy French windows, mention that as well. Some keywords to keep

Indulge in listing photos

The other important part of your ad is the listing photos. Don't skimp out. Many buyers look for homes online these days on ClickBD, Lamudi, Ekhanai and Desperately Seeking Dhaka, among others. There are so many poor photos of apartments and houses for sale that if you do a good job with yours, you're automatically setting your listing apart from the herd. So borrow your photographer friend for a day or whip out your DSLR. Take copious photos of rooms, balconies and special features so that you can really flaunt your best assets. Make sure they're crisp, clear and taken when there is plenty of natural light. Consider using a wide-angle lens—this will give your potential buyers a good idea of what entire rooms look like.

Price it right

Last but not least, regardless of how well you patch things up and how super your listing photos are, it's of the utmost important to price the home appropriately. Study similar listings in the papers and check out sites that sell real estate to see what comparable homes are going for in your area. If you've invested in significant improvements, you don't have to aim for the lowest price just to sell fast. But the listing price cannot be out of line either. Have friends and neighbours over, or someone who's had experience selling property to tour the home and weigh in as well.

While selling a home in a down market might seem like extra work, it's also pretty straightforward how you can get your place in excellent shape. So double your chances of selling that pretty, little piece of property with some fixing-up here and there and an appealing price tag.

Amiya Halder



trouble of fixing every little thing that is wrong with your apartment? That's no excuse for hiding. Any major problem with your apartment/house will be uncovered by the buyer during the inspection. You may have to de-value your property,

you don't address the problem right away, you may turn away buyers who will pay good money for a turnkey home.

Write an enviable listing

Whether you're listing your home on print or online (ideally, you

vital as your photos, price and location. Instead of generic phrases like "modern kitchen" or "large room", highlight the "classic charm" of your duplex while also noting upgrades, e.g. if you've recently renovated the kitchen. If your home has fancy wood panel-

in mind are: storage, kitchen cabinetry, closet storage, minutes away, newly renovated, security guard, CCTV, short walk. One-up the other property sellers by including the closest open-air market, super shops, shopping centres, and other facilities in your ad.

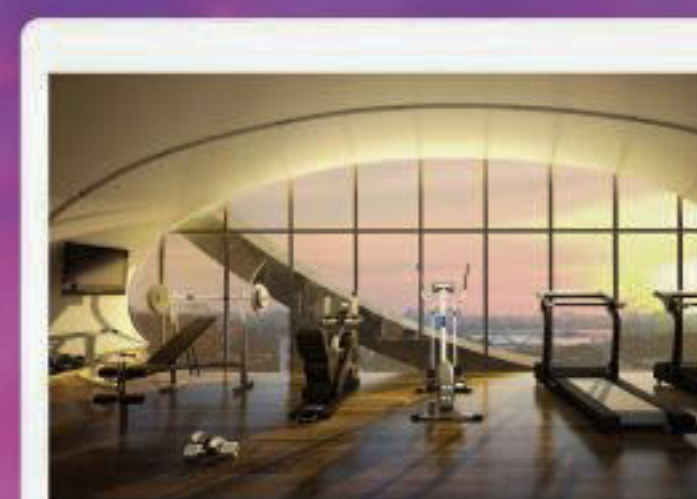
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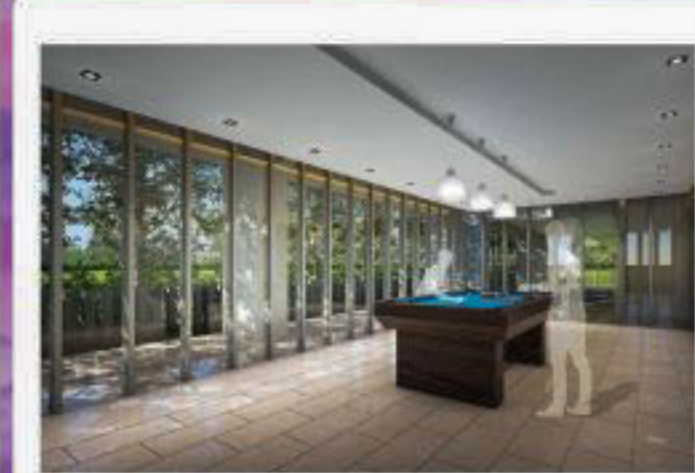
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Party Hall



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