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## **Tips for Selling Your Home in an Active Spring Market**

(MALVERN, PA ) – Many homeowners begin thinking about selling their homes as warmer spring weather approaches. There are a few simple tips to keep in mind when preparing a home to sell, according to the Suburban West Realtors® Association.

“In today’s market, sellers need every advantage they can get to maximum exposure and price for their home,” said Dave Ashe, broker-owner of Keller Williams Real Estate in Exton and West Chester and chairman for Suburban West. “Sellers should prepare their home for sale with an eye toward what appeals to today’s buyers.”

Topping the list of issues to address is curb appeal. “If the outside of a home isn’t property maintained, many buyers won’t look inside,” Ashe said. “Making the outside of the home welcoming and attractive helps grab a potential buyer’s attention.” The house should have clean exterior windows and walls. Fresh paint that compliments other homes in the neighborhood will help boost the curb appeal. Green and well-maintained lawns also draw in buyers.

As sellers work to prepare their properties, they should remove items that personalize a home. Family photographs should be stored out of sight. Buyers want to envision their families in the house, not the people who are living there.

Eliminating clutter helps the house appear larger and also allows buyers to imagine themselves living in the home. “As you remove excess items, remember to clean where they used to be. No one wants to picture themselves cleaning other people’s dirt,” he said. “And work to get rid of any odors in the home, especially ones from pets.”

The appropriate price is key to attracting buyers. "Listing the house at the correct price from the beginning is imperative," he said. "A house priced too high may scare potential buyers away. Working with a Realtor® can help a seller determine what the right price is."

Suburban West Realtors® Association is the largest local real estate association in Pennsylvania, representing over 4,900 real estate professionals in Chester County, Delaware County and the Main Line.

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