

# Home Grooming

## Detaching and De-personalizing

- Your clients must adopt a buyer's perspective early on by *letting go* and looking toward the future.
- The *Gurus* help your clients pack away their treasured photos and mementos, making it easier to move forward.
- We clean out closets, pack away books, and arrange for storage-facility rental and charity pickups—whatever it takes to achieve a home attractive to home seekers.

## De-cluttering and Decorating

- You know your client's home will be most memorable when it's bright, clean, and charming.
- The *Gurus* work with the seller to de-clutter and organize each room and closet.
- We manage repair people, painters, landscapers—whatever it takes to welcome the potential buyer.

## Designing and Dressing

- Grooming a home is also about illusions.
- The *Gurus* design a mood or ambiance—inside and out.
- Dressing up a house for sale is about adding small, subtle details—lipstick, mascara, and a stunning strand of pearls. The *Gurus* are happy to include those final touches, when needed.

## The good things about grooming a home for sale...

- *Compels your sellers to clean, organize, and de-clutter early on.*
- *Prepares the home for a quick sale by way of clearing away shelves, closets, and cabinets—a *Gurus* specialty.*
- *Provides your client with a head start on packing for the move.*
- *Reduces the home's market time and increases the likelihood of a sale by quickly attracting the perfect buyer.*
- *Helps justify the asking price.*
  - *If you're dealing with a *seller's* market, and the home is priced correctly, there's less haggling over the asking price.*
  - *In a market leaning toward the *buyer*, you and your clients need everything in your favor to validate the asking price. Proper grooming of the home positions it more favorably in the buyer's mind.*
- *Makes the process of letting go fun, and many people find they enjoy it once they've begun. This is especially true when they have the *Gurus* creating ideas and contributing to the elbow grease.*

**The benefits to you and your clients are clear. The house sells in less time and for more money!**

## The *Gurus* offer many valuable home-grooming services ...

We work to highlight a home's strengths, downplay its problems, and make it appealing to the greatest possible pool of buyers. We scrutinize the house and surrounding areas from all angles.

- *“How is its curb appeal?”*
- *“Is it welcoming?”*
- *“Does it have an emotional pull, impact, and pizzazz?”*
- *“Are rooms open and airy?”*

The *Gurus* provide your clients with ideas for enhancing a home's strengths while offering solutions to minimize its challenges. This might involve just a little closet thinning and tidying up or a major furniture and design overhaul. Regardless, when we're done, the home stands out in a crowd.

- ☑ **Coordinate estimates, scheduling, and supervision of all service providers** — exterior/interior cleaning, design, decorating, landscaping, home repair
- ☑ **Organize and de-clutter rooms, closets, pantries, garage, and yard**
- ☑ **Deodorize musty smelling areas**
- ☑ **Start packing personal and unused items**
- ☑ **Set aside items for charity or garage sales**
- ☑ **Arrange for removal of favorite items** — window coverings, personal fixtures