

# GOOD VALUATION, INC.

Providing Knowledge, Experience and Integrity  
to the Real Estate Community

## Helpful Hints

### About the Author



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Jaime has performed numerous studies and conducted interviews with several experts in the marketplace regarding tips on improving your homes value.

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## How to Help the Value of Your Home

A clean home makes a lasting impression on a buyer or an appraiser. First impressions are extremely important because they set the tone for the inspector or the buyer. Whether it is repainting a room or recaulking around a shower or a bathtub, little cosmetic things do not go unnoticed. This article gives homeowners some insight as to what subtleties could make a lasting impression on potential buyers or appraisers. Data utilized within this article is from interviews with Realtors and appraisers within the general market.

Impressions begin as early as when the person enters your neighborhood and continue all the way through the inspection until they leave your property. Understand that you have little control over the appeal of the neighborhood.

However, making your home as much as or more appealing than all the other homes in the area goes a long way. This begins as early as when the person enters your driveway. The lawn should be freshly cut, trees and bushes should be nicely manicured and try to appeal to the sense of smell with flowers or other natural aromas. Overgrown landscaping or an out of control lawn gives an impression that your property may have not be getting general maintenance. It shows a lack in pride of ownership and could give a bad impression from the start. The interior of the home could be perfect, but buyers that lack vision or who may not wish to tackle a landscaping project could be swayed away from purchasing your home. Also, an appraiser may get a preconceived notion that if you have let the landscaping get out of control, there are probably other areas within the home that have also been neglected. According to John Good, MAI, President of Good Valuation Inc., "Appraisers will often look a little harder at other areas of the home if they get a bad impression from the start."

*Sights, smells and sounds  
leave a lasting impression.*

Always consider the senses of sight, smell and sound when preparing your home. For the interior, it is very important to give the person a welcome feeling as they enter the door. They should want to take their shoes off as soon as they come in so they do not mess up the interior. If you care about the way the home is kept, the impression is made that you also care about the condition of the home and perform continual upkeep. All clutter should be put away and in order. The kitchen should be freshly cleaned with all dishes and utensils stowed away. Beds should be made, blankets and toys put away and floors vacuumed or mopped. If you have any projects started such as painting, trim work or installation of fixtures or lighting, try to have them completed. Even though you are working on your home, the buyer or inspector may get the impression that you are trying to hide something. As important as sight, make sure your home appeals to the senses of sound and smell. Playing soothing music, burning scented candles or baking bread or cookies earlier in the day create a very welcoming feeling and create a good impression for a buyer.

Remember, these are only suggestions, and you should make the final decision about what you feel is most important to a potential buyer or an inspector. If you have specific questions or concerns, always consult an expert such as a qualified Realtor or appraiser in your market. If your home is being scheduled to be appraised, you can always ask the appraiser before they come to your home what the important characteristics for homes in your neighborhood are.

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*The information analyzed within this article was obtained from area Realtors and appraisers. Opinions expressed are based on observations and analyses conducted by the author.*