

# Showcase Your Home Like a Pro

*Everything you need to know to make every showing count*

*Getting buyers through the door is step one. What they experience when they get there determines whether they write an offer. Showings are emotional decisions as much as rational ones — the goal is to make buyers feel like they're already home.*

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## 01 THE HOUR BEFORE A SHOWING

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- Open all blinds and curtains. Natural light makes every room feel larger and more welcoming.
- Turn on every light in the house, including lamps. Bright, evenly lit rooms show significantly better than dark ones.
- Set the temperature to a comfortable 20 to 21°C. Buyers who are too hot or cold are distracted buyers.
- Remove all evidence of pets — bowls, beds, toys, litter boxes. Smell is the most powerful negative trigger in a showing.

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## 02 WHAT BUYERS ARE REALLY LOOKING FOR

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- Space. Clear countertops, remove excess furniture, and leave clear sightlines through rooms.
- Storage. Open closets should be tidy and half-empty — buyers open everything.
- Condition. They're assessing what they'll have to fix or replace. Every repair you did in advance reduces buyer objections.
- Flow. Furniture should allow easy movement through the home. If it feels crowded, remove a piece.

### 03 THE SENSORY CHECKLIST

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- Smell: neutral is the goal. No strong cooking odours, pet smells, or heavy air fresheners. Fresh air from an open window is ideal.
- Sound: soft background music at low volume creates atmosphere without being distracting.
- Sight: fresh flowers in the kitchen or a bowl of fruit are simple details that make a home feel lived-in and welcoming.
- Touch: make sure all doors open smoothly, drawers slide easily, and light switches work. Friction during a showing leaves a lasting impression.

### 04 LEAVE THE HOME DURING SHOWINGS

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- Buyers move faster and talk more freely when sellers aren't present. They'll open doors, linger in rooms they love, and discuss concerns honestly.
- Take pets with you. Even well-behaved animals can be a distraction or an allergy trigger for some buyers.
- Leave feedback instructions with your agent so you can hear what buyers are saying and adjust for future showings if needed.



## Ready to sell? Let's talk strategy.

*A clear, no-pressure conversation about your home and the market.*

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