

## **Simply Clean, Simply Sells**

Deep cleaning creates a freshness that alerts the senses. Slip into the shoes of your perspective buyer as you pull into the driveway. Is your curb appeal inviting? Use the following cleaning checklist to put the sparkle back on your house.

- Driveway- Power Wash the driveway- it will create a clean feeling as you step out of the car.
- Gutters- Are your gutters appealing to the eye?
- Lawn- Spend some extra time mowing and weeding-or hire the professionals to give your lawn a manicure. Add some sprinklers to keep your grass fresh and healthy.
- Lighting- Clean all light fixtures indoor and outside.
- Plants & Flowers- Weed and freshen up any outdoor landscaping.
- House Exterior- A fresh coat of paint or new siding can make your house look brand new. Or even more simply give it a good power washing. Clean is inviting.
- Windows & Shutters- People are drawn to beautiful windows. Take the time to really clean them so that they shine or hire a professional window cleaner. Touch up any chipped paint with a fresh coat.
- Front Door- The front door is what a person searches for when they pull into your driveway. Do you need a new door that will accent your other changes? A fresh coat of paint can transform an old door or just upgrade the hardware to accent your already existing door.

## **Smells that Sell**

Slip off your shoes as you step through the door. Smell that sale? The sense of smell has been known to have a great impact on peoples spending habits and their decision making. The part of the brain that controls the emotions controls smell.

Things that smell good are perceived as good. Cleaning tips should always list fragrance appeal at the top of the list.

Everyone loves the smell of spring. Open the windows in your home and give the whole place a fresh scent. The dazzling natural light will make the house appear more spacious, and it will shine through better if the windows have been freshly cleaned and a fresh coat of paint has been applied-if needed.

Certain smells can trigger the memory and make people want to linger, enjoying where they are. Lighting candles and spraying upholstery and carpets can bring good smells but may not be the best idea for cleaning. Some people may have allergies to these aromas and then some may not like the fragrance you chose.

A better choice would be deep cleaning. The results of professional carpet cleaning bring about those natural smells like fresh sheets dried in the sun on a clothesline flapping on a warm summer afternoon. People just want to snuggle in closer to the smells of deep cleaning.

Deep cleaning air ducts, tile, and grout delivers amazing results. The deeper the cleaning goes the fresher your home will be.