Enhance your home for a quick sale

It is important for your home to look its best when going on the market. Your Kentwood broker can advise you on enhancements and give you referrals for preparing your home for sale.

ENHANCE YOUR HOME'S EXTERIOR AND CURB APPEAL:

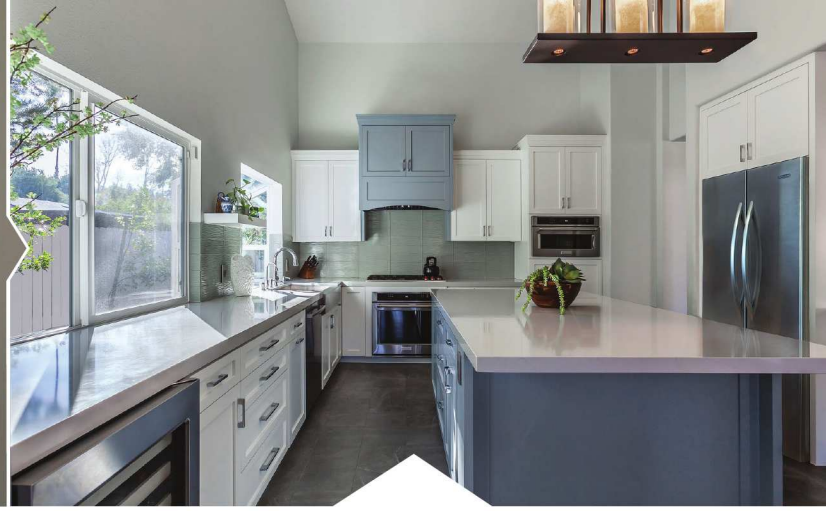
- Keeping the lawn manicured and watered regularly.
- Trimming hedges, weeding flower beds and pruning trees regularly.
- Checking the foundation, steps, walkways, walls and patios for cracks and crumbling.
- Inspecting doors and windows for peeling paint.
- Cleaning and aligning gutters.
- Inspecting and clearing the chimney.
- Repairing and replacing loose or damaged roof shingles.
- Repairing and repainting loose siding and caulking.
- Keeping walks neatly cleared of snow and ice in winter.
- Adding colorful annuals near the front entrance in spring and summer.
- Re-sealing an asphalt driveway.
- Keeping your garage door closed.
- Applying a fresh coat of paint to the front door.

ENHANCE YOUR HOME'S INTERIOR:

- Cleaning every room and removing clutter. This alone will make your house appear bigger and brighter.
- Renting storage units to move furniture out of a crowded room.
- Hiring a professional cleaning service every few weeks while the house is on the market.
- Removing items from kitchen counters, closets and attics.
- Re-painting stained or brightly colored walls with a neutral shade such as a soft white or grey, and applying the same color scheme to carpets and flooring.
- Checking and repairing cracks, leaks and signs of dampness in the attic and basement, as well as repairing cracks, holes or damage to plaster, wallboards, wallpaper, paint and tiles.
- Replacing broken or cracked window panes, molding and other woodwork.
- Inspecting and repairing plumbing, heating, cooling and alarm systems.
- Repairing dripping faucets and shower heads.
- Buying new towels for the bathrooms to be displayed when prospective buyers visit.
- Sprucing up a kitchen in need of major remodeling with new cabinet knobs, window treatments and a coat of neutral paint.
- Consider bringing in a professional stager to set the scene throughout your home.

WHEN SHOWING YOUR HOME:

- Open drapes and curtains before prospective buyers arrive. Make certain the temperature is comfortable. Turn on all lights.
- Keep pets out of the way temporarily unless they are quiet and well behaved.
- Soft background music is acceptable, but blaring stereos, radios and televisions will impede discussions.
- Never apologize for the appearance of your home. After all, it's been lived in. Let your Kentwood agent react to comments.
- Plan on vacating during the showing period. Potential buyers may feel like intruders and hurry through your home if you are there.
- **It is recommended you do not use video systems to observe showings or inspections. Afford brokers and buyers privacy while they determine whether this could be their next home.**



Renew. Refresh. Renovate.

With Amplify, no project is too big or too small. Your project coordinator will help you decide which services are needed, including but not limited to:

amplify by Kentwood

Renovation Projects

For anything that requires a hard hat or sledgehammer

- New flooring
- New countertops
- Kitchen improvements
- Bath improvements
- Updated HVAC
- Updated plumbing
- Roofing repairs

Cosmetic Updates

When all your home needs is a little TLC

- Painting
- Professional staging
- Decluttering
- Window treatments
- Landscaping
- Fencing

Elite Services

Services that go above and beyond

- Moving assistance
- Packing assistance
- Settling-in services
- Hauling & trash removal
- Deep cleaning

First impressions sell.

When you're imagining the next step in your life's journey, but your home is holding you back, that's where Amplify* steps in. Amplify provides access to a curated team of professionals trained to amplify your home's value inside and out, with no cash out of your pocket until it's sold.**

At your service.

From major renovation projects to a simple coat of fresh paint, your personal project coordinator will decide what is needed to enhance your home's value, so it stands out and shines once it hits the market.

Amplify offers cosmetic upgrades such as new paint, flooring, and countertops, plus home staging, all custom-designed to create a first impression that sells.

The fine print.

The Amplify program is available to home sellers who have a signed contract with a Kentwood Real Estate broker. The design team, contractors, and home stagers offer fair costs, and payments are deferred until your home closes. No hidden costs or fees. It's that simple.