Menlo Atherton Realty - Redefining Real Estate in the Internet Age

Todd Beardsley, broker and owner of Menlo Atherton Realty, represents both buyers and sellers in the home-purchasing process. When working with sellers, Todd Beardsley leverages his understanding of buyer preferences to optimize the property's purchase price.  
  
When preparing a home for the market, sellers do well to remember what a buyer needs to make a decision. Most buyers like to see a home that the owner has kept up well. A home's exterior creates the shopper’s first impression, so sellers should be sure that the home is freshly painted and the landscaping is clean and neat. The interior should also be kept tidy, with particular attention paid to the kitchen and bathroom. These areas should both look and smell fresh.  
  
Furthermore, a home sells best when the buyer can imagine it as his or her own. For this reason, sellers should remove as much clutter and as many personal items as possible. This is particularly true if anything is blocking access to closets or storage areas or doors to other areas of the home. Buyers like to see every corner of a home that they hope to purchase. To that end, sellers should also be certain that the home is well lit at all times. Drapes should be open and light bulbs working, so buyers feel that they have had the opportunity to view the entire home.