



First Impressions

Make a Difference

Experience shows that taking time to prepare your income property increases desirability, provides a marketing “edge” and results in shorter market time while assuring the highest return.

BEFORE PROSPECTS DO A WALK-THROUGH

- › Turn on all inside lights, even during the day. In winter, lamp light is especially nice.
- › At night, turn on outside lights.
- › Turn on soft music.
- › Keep heat at 68–72 degrees.
- › Keep pets in a separate area; change litter boxes daily.
- › Put money, prescription drugs, and other valuables away and out of sight.
- › Keep draperies and shades open.
- › Open all doors inside the home, except closets.

DURING A WALK-THROUGH

- › A potential tenant will likely spend more time previewing your property and asking questions if you're not there.
- › Don't precede or follow the prospective tenant through your property.
- › Let the property manager show and market your property.