

February Newsletter

🌷 Spring Selling Starts Now: How to Get Your Home Ready

Spring is traditionally the **busiest and most competitive** season in real estate—and the homeowners who start preparing **before** the first flowers bloom often sell faster and for more money.

If selling this spring is even a *maybe*, here's how to put yourself in the strongest position.



Why Spring Sellers Win

- More buyers enter the market
- Homes show better with natural light and curb appeal
- Families want to move before the next school year
- Well-prepared homes often receive stronger offers

The key? **Preparation beats timing every time.**



5 Smart Things to Do Now (That Pay Off Later)

1. Declutter Before You Clean

Start with closets, garages, and storage areas. Buyers don't just look at space—they imagine how they'll use it.

Tip: If you haven't used it in a year, consider donating or storing it.

2. Handle Small Repairs Early

Loose doorknobs, cracked caulk, leaky faucets, and chipped paint may seem minor—but buyers notice.

Small fixes now prevent buyers from mentally “discounting” your home later.

3. Freshen Up with Paint & Light

Neutral paint and brighter rooms help buyers feel comfortable.

Focus on:

- Entryways
- Living rooms
- Kitchens and bathrooms

4. Boost Curb Appeal Before Spring Hits

You don't need flowers yet—just a clean, tidy look:

- Power wash siding and walkways
- Trim shrubs and trees
- Clean windows
- Replace worn doormats or house numbers

First impressions matter.

5. Understand Your Home's Value *Before You List*

Markets change quickly. Knowing your current value helps you:

- Decide if selling makes sense
- Plan your next move
- Avoid overpricing (the #1 mistake spring sellers make)



Local Market Snapshot



Spring buyers are already watching the market closely. Inventory typically rises, but well-priced, **well-prepared homes stand out and sell first.**

If you'd like to know:

- What homes like yours are selling for
- How long they're taking to sell
- What buyers are paying premiums for

I'm happy to share that information.

💡 Did You Know?

Homes that are **prepared 30-60 days before listing** often:

- Spend less time on the market
- Receive stronger initial offers
- Avoid price reductions

Preparation creates leverage.





Thinking Ahead?

If selling this spring is on your radar—even months away—I can help you:

- Create a personalized prep checklist
- Identify upgrades that actually add value
- Plan a stress-free timeline

There's no pressure—just good information so you can make smart decisions.



Have Questions?

Curious what your home might sell for this spring?
Wondering what buyers are really looking for right now?
I'm always happy to help—just reach out.

Kevin Kopke

Check out my website at www.kevinkopkefrealtor.com



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