

# 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.

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## 🏠 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.**



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## 🔧 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)





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.**

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## 💡 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.



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## 💛 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.

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## 📞 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.kevinkopkefwrealtor.com](http://www.kevinkopkefwrealtor.com)**



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