

PREPARING THE INTERIOR OF THE PROPERTY



Remember when...

...you were last in the market to lease a home? Chances are that you and your family have been to multiple viewings and were disappointed in most of these competing properties. Why did this happen? (You had already established your criteria for the location, features, and amenities for your new home). It is safe to assume that although each property may have been a possibility, your disappointment was attributed to the fact that the property made a poor first impression in the light of your criteria.

RULE NO.1

- Make a great first impression. Most Tenants will decide within the first minute of a showing if your property is right for them.

GUIDELINES

To create a great first impression, your property must appeal to the senses of the majority – it must offer your tenant feelings of comfort and hospitality – a place they are proud to call their home! This atmosphere is created by cleaning, and conditioning the interior of your property.

CLEANING

Never forget the age-old adage cleanliness is next to godliness. Recall the last restaurant at which you ate, the hotel you stayed in, the rest area you stopped at - were they all clean? If any were not, how did that make you feel? Did you stay to complain or simply move on to the next restaurant, hotel or rest area? Now consider this point: these services all describe daily functions and activities that most people undertake in the privacy of their own home. Does then, this comparison not beg the question for a Tenant: *“Why would I want my family to live in dirty, soiled, and unkempt surroundings?”*

Your **objective** is to create a home with a strong image of cleanliness and well being.

To accomplish this objective, check all that will apply.

General	
<input type="checkbox"/>	Wash all walls, doors and trim removing fingerprints, dirt, and other marks
<input type="checkbox"/>	Clean and polish all door knobs, switches, and permanent light fixtures
<input type="checkbox"/>	Vacuum all vent covers and registers
<input type="checkbox"/>	Wash all window treatments, blinds, and curtains
<input type="checkbox"/>	Wash all windows inside and out, dusting and vacuuming sills and sash

	Vacuum all carpets and consider having them steam cleaned to remove stains
	Wash and shine all wood, tile, laminate, and linoleum flooring
	Kitchen
	Wash all kitchen cupboards removing fingerprints, dirt and food stains
	Clean the stove-top or oven range exhaust hood
	Wash and detail all appliances thoroughly
	Clean sink, faucet and back-splash area of the counter-top
	Bathrooms
	Clean and disinfect all toilet and sink fixtures and accessories
	Wash all bathroom ceilings and clean exhaust vent shrouding (if any)
	Clean all bath and shower surfaces removing mildew stained caulk or grout
	Clean and polish all fixtures removing any calcium, lime and rust build-up

In completing these important tasks you have provided the tenant comfort in knowing there will be strong levels of personal health and well-being accrued with the lease of your property.

If your personal schedule does not provide for the time required to complete the tasks outlined above, you may want to consider the assistance of a professional cleaning service. The cost for this service will pale in comparison with the benefits it provides.

CONDITIONING

Because you are leasing a property in an open market, the **principle of substitution** dictates that a prudent tenant would pay no more for your property than the cost of acquiring an equally desirable substitute without unreasonable delay. However, in order to make your property appealing to potential tenants, care must be taken to transform your property to “*the best in show*”. This requires that deficiencies are repaired and the physical characteristics and condition of the décor are fresh and neutral in tone. Deciding on what modifications should be made to your property should be weighted by the **principle of increasing and decreasing returns** - where the cost of improvements will increase and eventually outweigh its contribution to the value of the property. This principle translates into the following logic:

1. Will the improvement make the property easier to lease?
2. Will this improvement raise the capitalization rate of the property to cover its cost?

Because these market principles establish value, they in turn establish a limitation for the condition of a property that a prudent tenant is willing to accept. Therefore in certain cases repairs or modifications must be undertaken just to make the property ‘liveable’. Typical examples are: a leaking roof, water/sewer damaged basement, old and badly worn fixtures, a cracked foundation or worn-out décor.

On average the following improvements best satisfy the two criteria above, these are: repainting the interior and kitchen/bathroom remodelling.

Your **objective** is to create a living space free from apparent defects, neutral in tone and offering reasonable modern upgrades to the décor and amenities.

To accomplish this objective, check all that will apply.

General	
<input type="checkbox"/>	Consider re-painting worn, dated, tired and loud coloured walls and surfaces
<input type="checkbox"/>	Replace light bulbs and any switches that are defective
<input type="checkbox"/>	Repair loose door hinges, knobs, locks and latches
<input type="checkbox"/>	Repair loose or missing floor tiles including surrounding grout
<input type="checkbox"/>	Replace missing or damaged doors, mouldings, trim, handrails and kick plates
<input type="checkbox"/>	Replace any cracked or broken windows, mirrors or permanent fixtures
<input type="checkbox"/>	Consider replacing worn or dated surfaces – floor tiles, carpets or counter-tops
Kitchen	
<input type="checkbox"/>	Repair loose, missing or mildew stained caulk around sink and faucet areas
<input type="checkbox"/>	Replace or repair grout on counter-top, wall or floor tiles
<input type="checkbox"/>	Repair loose cupboard and drawer hinges, knobs, rollers, locks or latches
<input type="checkbox"/>	Fix all leaking valves, faucets or drains
Bathrooms	
<input type="checkbox"/>	Repair loose, missing or mildew stained caulk or grout around fixtures
<input type="checkbox"/>	Fix all leaking valves, faucets or drains
<input type="checkbox"/>	Ensure drains flow freely – consider treating with a chemical flush to remove odour
<input type="checkbox"/>	Consider replacing worn surfaces such as tub/tile surrounds and vanity tops
<input type="checkbox"/>	Consider replacing or re-surfacing dated fixtures like toilets, sinks, and bathtubs
Bedrooms	
<input type="checkbox"/>	Consider re-painting worn, dated, tired and loud coloured walls and surfaces
<input type="checkbox"/>	Replace light bulbs and any switches that are defective
<input type="checkbox"/>	Replace bedroom screens that may be torn or badly worn
<input type="checkbox"/>	Replace cracked mirrors and windows

In completing these tasks you have provided the tenant with an attractive and marketable property for his/her consideration to lease.

If your personal schedule does not provide for the time required to complete the tasks outlined above, you may wish to seek the assistance of a general contractor or a “handy-man”. Usually there is no fee for initial consultation with these individuals who will provide you with supplementary information regarding their estimated costs, services and applicable rates.

With this knowledge and these tasks outlined, carefully review your weekly schedule to allocate the necessary time and resources required to complete each activity.

Your next reading activity will be: [Creating Curb Appeal](#)

One chance.. to make a first impression.
One chance... to make a first impression.