

THE INFORMED Home Buyer/Seller™

Helpful Advice for Making the Right Move

Issue 4

Setting Aside Your Emotions when Showing Your Home

Let's face it. Most of us have strong emotional connections to our homes. It's where our kids grew up. It's where we spent time with friends and family. It's where we went to relax and unwind.

So it can be difficult to let go of those emotions when you put your house or condo up for sale.

But it's important that you do.

Why? To sell your property quickly, and for the best possible price, you need to think of it as objectively as possible — as a product.

That mindset is especially important when potential buyers drop by to view your home. The majority will be polite, but a few will be candid about what they like — and don't like — about your property.

Buyers may talk openly about their dislike of the living room color that you worked so hard to select and paint. Or they may make tentative plans about converting the backyard flower bed that you adore, into a new sitting area.

Don't be defensive. It's a normal part of the home shopping process to speculate about what can be changed to make a house a home. This is actually a good sign because buyers who make these types of comments are usually the ones who end up making an offer.

If there is a pattern to the feedback that you're hearing about your property, you can use this information to your advantage. For example, if enough people comment that a room seems dark and gloomy you can eliminate the problem by installing light bulbs with a higher wattage. Conversely, if you notice that buyers are loving your spacious kitchen, then you and your REALTOR® can make sure this selling feature is highlighted prominently in the promotional materials.

Always keep in mind that your real home is your next home. The property you're selling is a product.

Need more tips on selling your house or condo? Call today!

Home Selling Advice from Hoteliers

When a hotel wants to make a room look inviting, they start with the bathroom. They clean it until it sparkles. They place fresh towels everywhere. They make sure the soap bars and shampoos are new. Some hotels even fold the end of the toilet paper into a nice neat triangle!

Why all the fuss?

Hoteliers know that if a customer is impressed with the bathroom, they will likely feel the same way about the rest of the property.

Something to think about when selling your house.

Think, Act... Live!

"Delegating work works, provided the one delegating works too."

Robert Half

"You never get a second chance to make a good first impression."

Will Rogers

"There are more goods bought by the heart than by the head."

George Henning