

# Our Marketing Plan For Your Home

## 1.) Neutralize

Strong statements of wallpaper and paint may appeal to a select group, but most will see it as additional work if they buy your home. Paint, wallpaper and carpet is usually matched with furniture that will change. Stay with neutral colors so all buyer can see their furniture in the home.

## 2.) Depersonalize

The buyer must see the house as their new home. Too many personal family items, pictures, trophies, posters, etc. will hinder this process. A few personal items are fine, but if you find yourself looking in each room at you "things" and not at the room, it is time to edit the room down to the bare essentials.

## 3.) Declutter

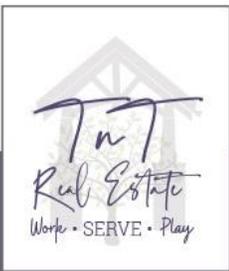
Take Everything off the floor that does not have to be there. More floor space makes the home seem larger. The same goes for counter tops. Clutter is worse than dirt. Too much stuff makes the house confusing, and the buyer's mind gets cluttered. Start packing! You are moving anyway.

## 4.) Attack Odors

People buy homes with all their senses. You may not be able to smell your pet but believe me, others can. Strong food odors also are a turn off. Bake up some store bought cookie dough or cinnamon rolls.

## 5.) Garage Sale

I have shown hundreds of properties and what people are most surprised by is a nice , clean and orderly garage. It speaks of the care that you take toward the rest of your house, and with a bit of effort, you can purge through the things you no longer use or need, and you can make room to pack your boxes.



# Our Marketing Plan For Your Home

## 6.) Horizontal Surfaces

The eye naturally scans a room from left to right. By clearing off tables, minimizing shelves and taking things off the kitchen and bathroom counters, you are not only able to start packing, you will be making your home more visibly pleasing for the purchaser.

## 7.) Mentally Prepare

Having your home on the market is never convenient. Buyers are on the hunt, and having your home not just ready, being mentally prepared to adjust your schedule is extremely necessary in catering to the group of buyers.

## 8.) Flexibility

Be prepared to have showings at all hours of the day. Buyers will schedule appointments but sometimes they will want to see your home in an hour or two. Being prepared will allow for those short notice showings to occur.

## 9.) Don't Show Your Cards

As an agent, my job is to keep the buyer and seller apart. I ask my clients to not be home when the house is being shown.

## 10.) Ask Me For Help

I have helped hundreds of home sellers obtain top dollar. Just ask if you need an "outside" perspective to view your home and give suggestions.