



Top Dollar Guide for Home Selling Success!

Pricing the House Right

- ❖ **A Perfectly Targeted Audience** - Most buyers who come to your house are good prospects because they are actively shopping for the product you are selling and your house probably already meets their general criteria.
- ❖ **A Captive Audience** - The buyer is in your house and will probably spend up to an hour studying it.
- ❖ **An Opportunity to Make Multiple Impressions** - Each room gives us the perfect opportunity to make dozens of “first” impressions. With each detail we will move the buyer from looking at your house to evaluating whether it could “*FEEL HOME*”.

Homes are Purchased Based on Emotions...Love at First Sight

- ❖ **In less than 10 seconds, buyers develop an attitude toward your house that is reinforced by everything else they encounter** - Let's make those first 10 seconds and first impressions *positive!*
- ❖ **Only if buyers “feel” as if your house could be their home can they determine if it will be** - We will depersonalize the space and create “emotional connection points” to actively engage a buyer's mind to imagine how life can be for them in your house.
- ❖ **When a house feels as if it could be home, buyers will intuitively reprioritize their list of their “must-haves”** - We'll accentuate the positive and downplay the less marketable features in each room. We'll create warmth and cohesion by using easy decorating tricks of the trade.

Buyers Will “Profile” the Sellers In their Buying Decisions...

- ❖ **Neat and organized sellers take care of a home and vice versa** - We'll unclutter those areas buyers use to profile “neatness”.
- ❖ **Each area and neighborhood appeals to different people (marital status, income, lifestyle, etc.)** - We will target the typical buyer for your home in our style and décor so our “profile” fits.

Buyers Will View Your Personal Things Impersonally

- ❖ **If you can't see objectively, you can't package effectively** - We'll put on “Buyer's Eyes” in each room of your house.