

RECIPE FOR A SALE



There are 6 main ingredients that make up the sale of your home:

1. Location:

We usually cannot move a home! To quote the favorite phrase of appraisers, "Location, location, location!" The pricing of your home must reflect its location.

2. Condition:

The upkeep and good condition of your property is crucial to obtain the highest value for your home in any given market at any given time. The pricing of your property must reflect its condition.

3. Price:

Price is the number one factor in the sale of a home. A property is really only worth what one person is willing to pay another to gain ownership of it. Price must be in direct relationship to the other five ingredients, and is the most important of all. While we all want to sell our home for top dollar, always ask yourself if you are willing to pay that price to buy your home again. If your house is overpriced you may very well be buying it because it won't sell!

4. Terms

The more terms available on your property the more potential buyers you reach. The pricing of your property must reflect the kinds of terms available to purchase it.

5. The Market

Interest rates, competition, and the economy all make up and influence the state of the market when you sell your home. The pricing of your property must reflect the current status of the market.

6. Staging®

Homes that are prepared for sale sell quicker and/or for more money! Staging will immediately give your property a marketing edge in any market.

When all of the above ingredients are in agreement...we have a sale!

If just one of them is out of line, it will take a longer time to sell and...the more ingredients that are out of line, the longer it will take before the sale of your home takes place.



A House is Not a Home

Your home is not for sale, but your house is!

Congratulations!

You've made the decision to sell your house! You will soon realize that now is the time to prepare yourself to move into the marketing mode because you will soon be presenting your home to your market...the home buyer.

Getting Mentally Prepared

- Your home has become a product. It can be difficult to think of your home as a mere product, but it helps to do this in order to get top dollar and sell it in a reasonable amount of time.
- The product we are here to sell is your house. Your home will become the new residence you choose to move into. Remember home is where the heart is, not the walls, paint, and flooring that you are selling in your house.
- You want to sell that product. So as with any product for sale, your house will have to be marketed.
- Before you can market it, you must determine how you will package it.
- You want to package your house so that it is attractive to customers (in this case, the home buyer) because you want them to choose your house and not the competition.

To gain an edge in your marketplace, you must be priced right and look better than the competition! The best, proven way to package your house and gain that competitive edge is to...

...STAGE IT!

Why should you sell a Staged™ Home?

Because your home has been professionally Staged— it will be recognized as a Staged Home.



Approximately 85% of Texas properties are sold based off of the internet pictures. If people don't like what they see online they will never come look at your house in person. Staged Homes are designed to look better in print and internet marketing.

**In 2007,
Staged Homes sold an
average of 40% faster, and
for 5% more than
competing homes in the
same neighborhoods.**

Staged Homes are recognized by other real estate agents as properties ready to sell. They will be more likely to show your home to buyers.

Since you are going to be moving soon anyway, Staging your home helps you mentally and physically prepare for your move.



Staged Homes qualify for special promotional materials including street signs, internet, and print material designations allowing your home to be marketed to more potential buyers.

SHOULD I STAGE NOW? SHOULD I STAGE LATER?

“Buyer’s only know what they see, NOT the way it’s going to be!”



In today's competitive Real Estate market buyers are looking for move-in-ready houses. Because they live very busy lives, the majority of homeowners are not looking for a fixer-upper that's overpriced. Properties that do not show in top condition will sit on the market months longer than Staged Homes.

Since approximately 80% of your potential buyers will walk through your doors in the first two weeks after your property is listed, it is imperative that you make the decision to Stage your Home now.

In six months where do you see yourself? In your new home, experiencing the next chapter of your life, or still wondering why your property is lingering on the market?



Staged[®] Home

SHOWING INSTRUCTIONS

(Please keep private, out of sight)

EVERY DAY:

Keep music playing throughout the house. Soft rock, popular or light jazz are all appropriate.

Leave certain lights or lamps on to illuminate dark hallways and corners. In a perfect world leave all lights on, so potential buyers and their agents can focus on your house's features and benefits instead of turning on and off lights.

When Centralized Showing Services calls to show your home, ask for the showing agents name and the estimated time they will be showing. Ask them to please call you if they are running late or if they become unable to show your property.

BEFORE ALL SHOWINGS:

Set the stage: Lights, music, action!

1. Open all curtains and blinds, unless otherwise advised.
2. Turn on ALL lights and lamps.
3. Close garage doors.
4. Make sure all toilet lids are down.
5. Make sure all trash cans are out of sight.
6. Make sure all countertops are clear of any personal items.
7. Make sure all beds are made and things are not on the floor.
8. Please allow potential buyers privacy as they view your home. It is best to leave, work in the yard, or take a nice long walk.

I appreciate your help following these instructions as we market your property and work toward a successful sale.

The Facts!

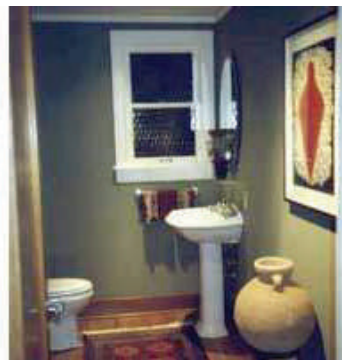
- Statistics show Staged Homes sell **Faster** in slow markets and for **More Money** in hot markets
- Staged homes sell 40% faster for 5% more
- Average cost of staging is 1%, but home sells for 5% more in less than 60 days.
- Sellers will lose 15-10% of potential buyers for every 5% the listing is overpriced
- 85% of homes sold because of internet photography
- Staging is not an added cost...it is an investment in selling your largest investment

Let's Get Started

*The way you live in your home,
and the way you sell your house
are two very different things!*



**Staging allows
buyers to
mentally
move in
and not on!**



**Vacant homes
sit on the
market for
months longer
than Staged
Homes!**



**The investment in
Staging is less than
your first
price reduction!**

**FOR PROFESSIONAL STAGER REFERRALS
CALL ME!**



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