

THE **INFORMED** Home Buyer/Seller™

Helpful Advice for Making the Right Move

Issue 8

Want to *Sell Your Home Faster?* Make it Anonymous

What do you notice when you visit a model home in a new development? Often, you'll find wonderfully furnished and decorated rooms that anyone could live in.

The operative word here is "anyone."

Sure, there might be a computer screen on a desk in the den, or a child's Raggedy Ann doll sitting in a corner, but for the most part, all the rooms are anonymous. There is a sense of family, but no specific family... the feeling of personality, but no specific person.

The professionals who set up a model home make it anonymous for a reason. They want buyers to view it as their potential home, not someone else's. And these professionals know — based on decades of experience — that this strategy helps sell houses faster and for a better price.

Why not use this same strategy when showing your house or condo?

It's easy. Just put away that soccer trophy, take down the wedding photo, and box those souvenirs from the family vacation at Disneyland. No, you don't have to completely empty your closets and drawers. Just pack those personal items that can be seen when a potential buyer views a room. Put away toothbrushes, collectibles, even unopened mail. Don't forget the fridge door, which is often a mosaic of personal items in most family homes.

If you have lots of personal items, consider renting a storage unit for the few weeks that your house or condo will be on the market. It's worth the investment.

You wouldn't think of buying a birthday cake with a stranger's name on it. The same holds true when you show your house or condo. Make it anonymous!

Need more ideas for selling your house or condo faster and for the best price possible? Call today.

Boost the **SALES APPEAL** of any Room — in Less than a Day

The best way to improve the sales appeal of your house or condo is also the fastest, easiest and most affordable way. Simply apply a fresh coat of paint.

It doesn't cost a lot to paint a room, yet the effect can be dramatic. And, you can probably do the job yourself in just a few hours.

But be careful with your color choices. Just because you like Olive Green in the downstairs bathroom doesn't mean everyone will share your taste. Your goal is to make the room appealing to as many people as possible — not just you.

Choosing off-white colors is the safest bet. And, as an additional benefit, these light colors make rooms seem brighter and more spacious.

Think, Act... Live!

"Learning is an active process. We learn by doing."
Dale Carnegie

"In physics, nothing happens until something moves. The same holds true in business and life. Thinking is not enough. You must act."
Albert Einstein

"Plan your work — work your plan. Lack of system produces that 'I'm swamped' feeling"
Norman Vincent Peale