



The following is a “must do” list of things that will yield a buyer more readily to pay a higher price.

Reach their 5 senses to get positive feedback!

During Showings

- Be absent. Take the kids and the pets for a walk.
- **Sound:** Have the TV off. Play music, classical or smooth jazz C/D, even when you are not home (leave it on replay)
- If you are home, and asked about price, closing date, closing costs or the like, simply answer “you have to talk to Alex” or “My ____ is really in charge... sorry” Avoid sounding desperate or arrogant.
- **Taste:** Buy some mints and leave them on the counter with a note: “Please take one” and leave some bottled water in the fridge with a note on the counter inviting them to enjoy some. Needless to say, the fridge should be clean!

Before Showings:

Stage the home; especially if it is empty. Rent-A-Center will rent you furniture weekly, and they do not charge you for delivery or assembly. Rent small furniture to give the impression of a big-spacious house.

Smell:

Smell is one the biggest turn offs for buyers; more so than a mess. A house with an odor will yield no offers or low ball ones. Buyers *run* when a house is “stinky”. If you have pets, or if you smoke, get ready to paint and steam clean the carpet. You must get rid of the smell. Then ask for someone’s *honest* opinion.

- You want to create an apple pie aroma. The scent of cinnamon is a good option. Another good option is that “fresh laundry” smell. Stick a few fabric softener sheets with the air filter. It also helps to plug in some air fresheners in the foyer, kitchen, bathrooms, master, & living room.



Sight:

- Re-decorate, re-arrange; make it look bigger!
- Remove ALL clutter and most of those picture frames! Rent some storage place and start packing; you are moving! Remove the exposed boxes ASAP!
- Tidy up and clean up!
- Make it look 'light and bright'. Change the light bulbs for the highest bolts (100's) and leave some on during the day. Leave all blinds open.
- If you believe you have "cool-features" that could add perceived value to your home, write it/them down and post it/them next to the feature. Example: "Newer A/C" posted by the door of the A/C unit.

Touch:

- I know you want to save energy, but the a/c set at least at 73 degrees before a showing is a must!

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Alex Baglioni. Over \$100,000,000.00 sold. RE/MAX Partners
Ph: 954-229-0610 Toll Free: 866-YOU-SOLD Fax: 800-743-1023 Email: Alex@AlexBaglioni.com
www.AlexBaglioni.com