

# TIPS

## Understand What You're Selling

**R**emember that you are not selling a house, you're selling a *home*. That structure consists of far more than four walls and a roof. A home is a personal shelter, a haven from the pressures of the outside world, and a warm inviting setting for family living. Although a house is probably the biggest purchase a couple ever makes, the decision to buy one is never purely rational. Buyers buy with their head *and* their hearts.

Beyond the obvious considerations of location, size, quality of construction, present condition, and design, buyers look for special qualities that appeal to their emotions. Often they probably have no idea what these hidden, emotional qualities are that draw them to one house over another. *It's your job to prepare the groundwork, to set the scene for a buyer to fall in love with your home.*

*Set The Stage  
For The Buyer  
To Fall In  
Love With The  
Home You're  
Selling*

Believe it or not, many a house has been sold quickly because of a spectacular lilac bush, a cozy window seat tucked under the eaves, or a kitchen bay window filled with potted herbs.

Put yourself in the buyer's shoes, and remember that they arrive at your front door wanting to fall in love with your home. They are eager and filled with happy expectations. If you don't know how to take advantage of these feelings, your customer is likely to beat a hasty retreat with a tight smile and a "thank you very much."

On the other hand, if you have done your homework and set the stage, or stages, correctly, every room in your home will greet the customer with a pleasant surprise.