

Sure Fire Ways to Kill the Sale of Your Home.

Imagine a home shopper strolling up to the front door of a newly painted home. The exterior with its new paint has that fresh clean look that sets the stage for a great first impression. The door chime sounds and you welcome the person in who could buy your home and set you free to make the move you've been planning. With a smile that spreads from cheek to cheek the potential buyer enters. Suddenly the smile turns to a glazed over stare or, worse yet, a frown. The scent of your beloved dog just put a bite on the emotions of the person who could have bought your home.

Bad smells are among the turnoffs that can kill the sale of your home. It doesn't matter if it's the scent of pets, sweaty gym shorts, dirty carpeting or last night's cabbage; the result is a negative reaction that can ruin what could have been a positive response to a home.

Pleasing aromas help set a mood that has a relaxing effect and provide an added sense of attraction. Countless scent-supported marketing studies have been conducted showing dramatic retail sales increases when promotional signs are combined with an aroma.

The cure to eliminating many bad smells include simple fixes such as a scented disinfectant spray, scented candles and scent diffusers. There's nothing like the smell of apple pie to conjure up feelings of Home Sweet Home!

However, if the problem is more deep-seated, such carpet permeated with a nasty smell, the investment in replacement costs can significantly decrease the time to sell a home and increase the ultimate sales price.

Another home sale killer is clutter. This is a visual hindrance that includes flat-out messy surroundings as well as an overstuffed living environment. Messy surroundings detract from favorably viewing a home, while rooms jam-packed with excessive furniture or boxes prevent a shopper from clearly perceiving the size, shape and use of a space.

The issue of clutter can also be found outside the home. Bicycles thrown on the yard or piles of "stuff" in the backyard can detract from the desirability of a property.

Life certainly keeps us all busy and being extra tidy at times is a challenge. Helping the sales process takes special effort. Take the time and make the effort to keep your home clean and free of visual messes. Stacks of dirty clothes, a sink filled with dirty dishes and magazines scattered on the floor can all trigger a harmful response. If you tend normally not to be tidy, fake it while selling your home!

Finally, there is the concern about overall cleanliness. Dirty surroundings don't promote a positive "this is home" feeling. Aside from the obvious turnoff there is also a signal conveyed about poor maintenance standards. Unclean surroundings are often directly tied to the overall perception about how an owner maintains and services a home. It may not be accurate, but people view an owner that does not clean a home as a person that does not practice quality maintenance. In contrast, a clean and organized home is linked to a perception of practicing strong maintenance standards.

Simply put all of these issues are a distraction. They cause a knee-jerk negative impression that derails a home shopper from perceiving positive features of a home. They all have simple fixes that require a little effort.

During the process of shopping a buyer will generally view numerous homes. That means you are in competition. If you hope to get the best price possible and sell a home sooner rather than later, you

need to pay attention to the presentation of your home. As a home seller it is YOUR show time. As the adage goes - you only have one chance at a first impression. Make it count!