

# *Six Simple Steps You Can Take To Ensure Your Home Sells At Top Dollar*

A banner for Sharon Jordan, a real estate broker. The banner features a blue and red background with a white diagonal stripe. On the left, it says "Experience isn't Expensive - it's Priceless" and "email - jordan@ripnet.com" with a small rainbow logo. In the center, "Sharon Jordan" is written in large red letters, with "613-213-0632" below it. To the right, it says "Broker" and "RE/MAX \*Hometown Realty Inc. Brokerage 26 Victoria Ave. Brockville, Ontario K6V 2B1". On the far right, there is a photo of Sharon Jordan, a woman with blonde hair, smiling, next to a RE/MAX hot air balloon logo.

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- it's Priceless

email - jordan@ripnet.com

**Sharon Jordan**  
613-213-0632

Broker

RE/MAX \*Hometown Realty Inc. Brokerage  
26 Victoria Ave.  
Brockville, Ontario K6V 2B1

1. **Emotional appeal.** Make sure your home looks, feels and smells its best. You're competing with 100's of other homes for sale. Buyers buy on emotion... let your home be the cleanest, freshest and cheeriest, and you'll have a much faster sale... at a higher price.
2. **Read my "How To Show Your Home" flyer very carefully.** If your home is logically a good value, but a buyer doesn't feel warm and emotionally attracted to the home, it will not sell. Buyers buy on emotion, not logic. You'll want lots of people to say or think, "Wow! This is nice! I would like to live here!"
3. **Lots of light.** For maximum effect, turn every light on, even on a sunny day. Open all window shades. Clean your draperies and curtains. Make sure your windows are spotlessly clean. Let the sun in and keep those lights on. Leaving all your lights on for two hours costs only 23 cents, and makes your home look larger and more spacious.
4. **Constant exposure.** Your home won't sell unless buyers know about it. To get top dollar, be sure to have your home repeatedly exposed to qualified, ready-to-buy buyers. Some brokers charge you a discount commission, then don't advertise your home. This is a mistake. The \$500 or \$1,000 you save in commission is more than offset by a sale price of \$4,000 or \$10,000 less than what you would have received if your home had been properly marketed. Remember, buyers can't know about your home unless your agent has a marketing plan to ensure that your home is brought to the attention of home buyers.
5. **Why Use a Realtor.** 83% of buyers looking for a home will find their next home with a real estate agent. Home buyers are aware of their right to be represented in a real estate transaction. Many buyers aren't sure how much home they can afford and like the assistance from a realtor, or they meet a realtor while searching for a property and the realtor offers to represent them. This is why most for sale by owners fail. Buyer's want the expertise of a Realtor to protect them.

- 6. Education.** First-time homebuyers are more likely to pay top dollar for your home. If your home is in the first-time homebuyer price range, make sure that your marketing program shows first-time buyers the benefits of home ownership and how affordable your home is. Design a marketing plan to get first-time home buyers to see the inside of your home.

