



HOW TO SELL YOUR HOME IN A "BUYERS' MARKET"



Although it is beginning to be more of a "Sellers' Market" than it has been in some time, you still want to have everything possible working in your favor in order to gain a quick sale at the right price. The following are a few suggestions for putting the odds in your favor. For the most part, they are focused on low cost, high impact changes which *you* can make. A few will require a bit of an investment, but can reap high rewards.

1. THE YELLOW RULE!

- Yellow is the first color which draws the eye and gets our attention. That is why yellow is a very valuable color when marketing your home. We usually start out to look for a home for totally practical reasons. However, my Realtor friends tell me that what happens most of the time is that people actually make the decision to buy for purely emotional reasons! With that in mind, I suggest that you take an objective look at your home. The three things which are the most likely to create that type of emotional pull and prompt a sale should have something yellow on them or near them. With this attention getting color, you stand a much better chance of potential buyers noticing the best features in your home. These are referred to as the "Big Three".
- This benefit is further enhanced by the fact that the color yellow also acts somewhat like a "bookmark" in the mind. I believe it was no mistake that the original "Post It Notes" were always yellow. So.... If you have a:
 - wonderful island full of conveniences in the kitchen - consider a basket of yellow flowers or fruit
 - truly Romantic Master Suite - use a small bouquet of yellow roses on the night stand (they work no matter what your color scheme)
 - a great fireplace in the Family Room - try a stack of National Geographics on the mantle with something interesting setting on top or a large bronze pot filled with yellow mums on the hearth
 - great back yard - be sure to put a little touches of yellow in strategic places in the landscaping - or a nice yellow tablecloth and pitcher of lemonade on the patio table

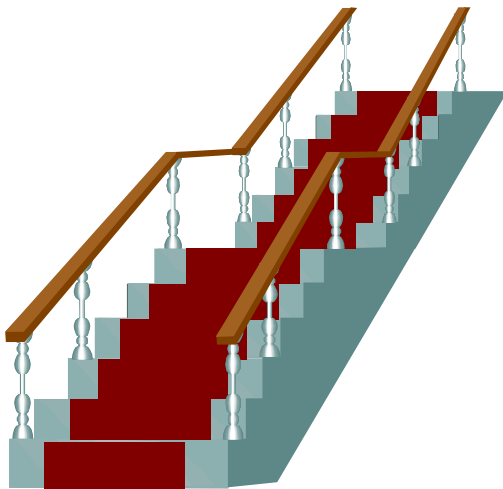


This will increase your chances of that feature sticking in a prospective buyer's memory long enough to get a second visit.

- Actually, the best way to use the yellow is in small touches, in strategic places. A slight cast of yellow can create warmth and cheeriness. However, if it is used too much, it will lose its effect and can actually cause irritation. This yellow can come from anything from a lovely bouquet of yellow flowers to a stack of National Geographic magazines with a small box or accessory sitting on top of them.

2. “Play Up Your Home’s Assets”

The following is a list of “assets” which are often ignored, and might have been just the feature to induce a sale. If appropriate, apply the yellow bookmark. In other cases you might want to paint it white or a contrast color, put a plant near it, or add a grouping of accessories. Which of these “assets” might you be able to capitalize on?



- Great kitchen or center island
- Romantic Master Suite
- Jetted tub in Master Bath
- Picturesque view from one of the windows
- Dramatic fireplace/mantle
- Bonus room
- Gracious staircase
- Beautiful landscaping
- Architectural elements
 - Moldings
 - Mantle
 - Pot shelves
 - Windows

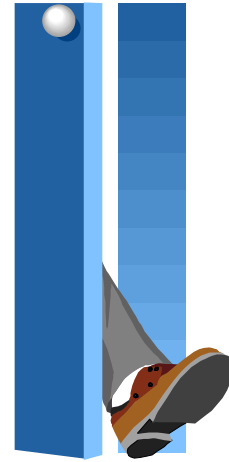
If you do not have any moldings or an attractive mantle or pot shelves, you might want to consider adding them. This can be a low cost way to add a lot of impact and appeal! I find that in most rooms crown molding can be added for a couple hundred dollars. I find it especially effective when added to Entry, Living Room or Family Room. However, it is often just the ticket to make a small, unassuming bathroom seem wonderful. If you are afraid of the compound miters required to install crown molding, there are other moldings which install on a single plane and do not require as much skill to install.

I have often found it to be a fairly simple and inexpensive matter to add moldings or motifs to the existing mantle and create a whole different feel. In some cases we have applied marble or granite tiles over the existing tile face and changed the look from ‘dated’ to ‘delightful’.

A large uninteresting wall can be turned into a real asset with the use of a pot shelf. This can be created by installing corbels and adding either a wood or glass shelf. If you are doing the shelf above eye level you will definitely want to do a solid wood shelf. However, I have also used this trick with glass to create a sideboard or even used several shelves staggered on a wall to create a very attractive entertainment center.

3. What A bout The Front Door?

- Is it easy to find? Having to search for the front door is a real “turn off” for potential buyers.
- The same applies to the feeling of having to run an obstacle course to get there.
- The front door should always be in pristine condition. This is the first thing a potential buyer will see “up close and personal” and it will say a lot about the way you have taken care of the home.
- Does it feel welcoming and friendly? Since green is the most welcoming of all colors, I have often been successful by painting the front door a medium to dark shade of a jade green. I have also used a deep burgundy, white and even a blackened purple to draw attention to the front door. The bottom line is that if the front door stands out and is easy to spot, guests and potential buyers will feel welcome.



4. Work with a good Agent

- A qualified agent will bring a great deal of benefit to this matter. He/she should be able to assist you with the following:
 - Neighborhood comps
 - Current status of the market, especially in your particular area
 - Creative pricing and financing tactics which may make your home more attractive
 - What you can expect to net from the sale at various price ranges
- If you do not already have someone you are working with, ask friends and family for a recommendation.
- In case you cannot gain a recommendation from friends or family, please feel free to call my office. I have worked with several agents over the years who were excellent and would be happy to give you a referral for one or more of them.
- Be sure you engage an agent who is prepared to market your home as aggressively as you are expecting. This may include:
 - Open Houses
 - Multi-List
 - Pictures in various locations
 - Listings in other areas which might have potential buyers for your particular home and location - Sometimes this means the Bay Area or Southern California

Some agents have connections with radio or television shows where they can give your home a bit more exposure than you would get otherwise.