

Town & Country

REAL ESTATE

APPEAL TO BUYERS' SENSES

In today's competitive market sellers need to have their home stand out from all the others. To that end, think senses...sight, sound, smell, touch and taste. Then get to work.

#1. SIGHT — undoubtedly the most important. Starting with curb appeal: is your landscape manicured? Is your entry-way clean of cobwebs and freshly painted? Is the approach to your home inviting? The door opens...What is the first place a visitor's eye travels to? Is there a view? An important piece of art? Then as the tour continues... Eliminate all clutter — less is more. Remove 20-25% of the furniture in each room, open all the window treatments and turn on the lights. One last thought - "Cleanliness is next to Godliness" - right down to the basement and garage.

#2. SOUND — this is the easiest of all. Select soothing background music and keep it low, after all, it is supposed to just set the mood for comfort. It doesn't matter that you love heavy metal or country western - it is about your visitor, so keep it simple and soft. Think of when you go into Williams-Sonoma Home Store - when the music helps you to feel comfortable you stay longer and inevitably spend more.

#3. SMELL — obviously remove anything that may have a negative odor. Be careful what you cook for dinner the night before. Spices, like curry, garlic and peppers, linger. If the area rug or furniture smells anything less than fresh then remove it or have it cleaned. This time of year a pot with apple cider, cinnamon sticks, nutmeg, orange peels, cloves and brown sugar fills the air with holiday cheer. Plus you get to enjoy the mulled cider after the showing or open house.

#4. TOUCH — check all door knobs, cabinet hardware, etc to make sure it is perfectly adjusted. It reflects poorly on even the best home when the knob comes off in a buyer's hand. Clean, clean, clean everything from countertops to light fixtures.

#5. TASTE — This is where you can be creative. If you are a baker, bake some cookies and leave them out with a note welcoming visitors and inviting them to enjoy. This will also add to the sense of smell. Or a simple cheese platter with grapes and crackers is always good for nibblers - of course, no blue cheese, Gorgonzola or any other pungent selections.

You have now appealed to every human's five senses in a positive and productive manner. In the very least, your visitors will most likely linger longer in your home and appreciate your efforts, and best case scenario is they will be able to envision themselves living comfortably in your home — and buy it!

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Recognized By



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