

Making Buyers Believe

Elinor Schott Home Stage Advantage

Some people assume buyers approach home buying with logic. Even buyers themselves believe their decisions are the end result of a rational, step-by-step process. Research shows; however, that people buy with emotion first. Logic plays second fiddle as the brain tries to justify the emotional decision.

Traditional selling approaches focus on logic: the features, benefits, and reasons to buy a property. But if logic was all there was to it, frayed curtains, family photos, or dirty carpet wouldn't affect the selling price. Yet it does.

How does this tidbit of psychology affect your listings and buyers?

Understand there is an emotional component to buying and then connect with the buyer's emotions. The best way to tap into that emotion is to sell buyers a ***lifestyle***. Set the scene to make your buyers believe that if they choose your home, they will have the privilege to cook a scrumptious meal in your gourmet kitchen, the luxury of a serene place to rest, the pleasure of cozying up with a good book by the fireplace. You get the idea.

Buyers don't buy a house, they buy a lifestyle. As professional stagers we apply lifestyle selling techniques using furniture and accessories to portray a lifestyle that helps buyers visualize living there. We know how to remove anything that gets in the way of the buyer seeing the features of the home as well as add items that stimulate visual appeal and connect buyers emotionally.

So, forget logic and just get emotional – set your listings apart by staging for lifestyle.

Improve your Portfolio

Did you know that almost all potential buyer's go to the internet to view listings before ever stepping foot in one? It's true! Be sure your photos show your listings in the best light. Here are some tricks:

- Use a wide angled lens. This helps capture more of the space.
- Take pictures only during the day with proper lighting. Dark photos make the home appear dated and dirty. If at all possible, hold out for that rare sunny day!
- Stage all your listings. Staged homes photograph much better than non-staged homes. See the difference below.

Say NO to Vacant

Over 90% of buyers cannot visualize how their belongings would fit in a vacant home. Fill those spaces with just the right amount of furnishings and you will undoubtedly appeal to more buyers.

Free Lunch

Our Accredited Staging Professionals will come to your office and share concrete steps to staging. You'll learn:

- ✓ Staging Strategies
- ✓ Why it Works
- ✓ 10 Secrets
- ✓ Seller Participation

...and best of all, we bring lunch!

Give us a call (206-550-4318) or send us an [email](#) if interested.



Not only will this help sell your listings but it will also make your overall portfolio that much more appealing to future clients.

Home Stage Advantage
919 SW 150th St , Burien, WA 98166
<http://homestageadvantage.biz/>

Visit our Web site
Unsubscribe