

NOTES FROM LECTURE

WORDS IN ADS MATTER

We will be talking about writing real estate ads that sell houses faster and for higher prices

Having photos that highlight the features of your property
prepping your home for photos that show your home at its best
Preparing your home for potential buyer to view

Writing ads that attract potential buyers

Powerful headline along with photo - you are not selling a house you are selling "living there" The good real estate ad puts the prospective buyer in the picture visualizing living there. When the picture the buyer has in mind matches your ad, you have a prospective buyer.

You benefit - always stated or implied

Example: Delightful brick ranch updated kitchen - stainless steel appliances - Buyer imagines cooking in the new kitchen

Large townhouse gorgeous mountain views - buyer imagines coming home and relaxing on the deck looking out toward the mountains

Headline for "fixer" Hard Work does pay...buyer thinks what do I have to do, What are the rewards?

Your Photos and headlines must work together. A headline that emphasizes swimming year round. The photo should show the pool area.

zillow.com looked at 24,000 home sales and measured how different words - descriptions effect the sale. They listed 9 words to never use. The selling prices using these words were less than the average by a percentage of the price. These words are:

1. FIXER - sold for 11.1% less on average
2. TLC - sold for 4.2 to 8.7% less than expected
3. COSMETIC - buyers don't want to know the house they want to buy needs work. 7.5% less
4. INVESTMENT - homes described as investment signals "needs work" 6.6% less
5. INVESTOR - Buyer takes this to mean rundown - cheap - less 6.6%
6. POTENTIAL - reads as work in progress - 4.3% less

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7. BARGAIN - Let your price tell story - 3.5% less
8. OPPORTUNITY - Positive for a business, for homes suggests investment, house flipping - expect 2% less
9. NICE - buyer left to determine meaning - sold 1% less

So what words increase perceived value? Here are 15 words to include in your listing ads. Ads with more of these positive words sell quicker and for higher price.

1. LUXURIOUS -signals high end finishes - sold 8.2% higher
2. CAPTIVATING - rich & inviting - plus 6.5%
3. IMPECCABLE - describes quality of the home - add 5.9%
4. Stainless - Homeowners crazy about stainless steel. plus 5%
5. BASKETBALL - haven't a clue - added 4.5%
6. LANDSCAPED - curb appeal sells - add 4.2%
7. GRANITE - buyers want high end quality - plus 4%
8. PERGOLA - when one is present add 4%
9. REMODEL - home well cared for - add 2.9%
10. BEAUTIFUL - such as view add 2.3%
11. GENTILE - reference to rolling hills, breezes - add 2.3%
12. SPOTLESS - especially good for lower priced homes - +2%
13. TILE - Lower priced homes with tile portrays quality - add 2%
14. UPGRADED - add 1..8%
15. UPDATED - The old replaced - media priced - add .8%

Use positive words

Appealing -	Cozy for small
Captivating	Charming for old
Cherished	needs TLC
Classic	Avoid abbreviations
Delightful	Never profile buyer - list key features
Distinctive	ALWAYS include price
Exquisite	Ads without price mislead - buyers think its too
Flawless	Include your contact information
Impeccable	
Luxurious	
Splendid	CLOSING STATEMENT SUCH AS:
Traditional	Give us a call to schedule an appointment to
Unique	view the property.

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Unsurpassed

Did any of these words surprise you? They did for me. And as a recent home seller—we sold our house this past February—I was intrigued. So I looked back at our real estate listing and noticed that our very smart Realtors had included 11 of these 15 words in describing our house. No wonder our home sold quickly and for above asking price!

Most properties are *quite capable of selling themselves*, but ONLY IF you've priced it right, promoted it adequately and created a listing that clearly communicates why your property is the deal of a lifetime (i.e. – why your buyers would be **absolutely crazy** not to take advantage of the opportunity).

Real estate expert's advice for making your home as competitive as ever. This includes:

- Improving your home's **curb appeal**.
- Staging your home the right way.
- Getting out of the way during an **open house**.

PASS THE SNIFF TEST

Certainly, maximizing the visual appeal of your home is essential when staging to sell. But there's one very important task to add to your list: making sure your home has a scent that will please the masses.

What exactly is a crowd-pleasing scent? That may seem a matter of debate, since an aroma's appeal can be quite subjective. But there are definite strategies to follow. Read on for five guidelines for creating a pleasant home scent for prospective buyers.

1. Start with a deep clean. Cleaning your home when prepping it for sale means scrubbing the nooks and crannies of all hard surfaces until they shine, as well as washing or vacuuming all fabric items, such as bedding

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and drapes. This heavy-duty cleaning approach should eliminate minor unwanted odors and introduce a clean, refreshing scent throughout each room.

Try using unscented or subtly scented cleaning products — those that are plant-based or eco-friendly and natural can be good choices. If you do use ammonia- or bleach-based cleansers, look for ones infused with fresh scents like lemon to help negate the harsh chemical smell.

For carpets and rugs, a good vacuuming or steam cleaning should do the trick. Unless you're on a mission to remove heavy pet odors, try not to use perfumed rug shampoos, since the heavy detergent odors tend to linger.

2. Eliminate food and pet odors. Whether you're a cat lover or a gourmand, you may no longer notice the odors from pets or cooked food in your home. But for a potential buyer, these smells are at the very least distracting, and in some cases may even be offensive - that includes cigarette smoke. Remember, buyers are there to view your home and — hopefully — to imagine themselves living in it. You don't want them focusing on any unwanted odors. To gauge whether such odors are noticeable in your home, ask a friend whom you can trust to tell you the truth.

In the case of food, it typically takes a couple of days for the smell to disappear after you've cooked something that has a pungent aroma. As a rule of thumb, try not to cook with pungent ingredients for four days prior to a showing. But if you regularly cook with such foods — again, rely on that trusted friend to let you know if any smells are lingering — more drastic measures may be needed. Options include having a professional steam-clean your upholstery and carpets and deep cleaning the kitchen with a fresh lemon cleanser. Another great way to remove food odors is to simmer coffee beans in a pot on the stove. Also, be sure to keep your spices in sealed containers. If possible, air out the home by keeping the windows open for several hours a day.

Eliminating cigarette and pet smells might require a bit more than a deep cleaning. These odors often live in carpet, rugs and upholstered furniture.

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Popular carpet or upholstery cleansers might just mask the smell instead of eliminating it.

One more tip: Be sure to remove your dog bed or litter box before a showing.

3. Keep it fresh and simple. When it comes to choosing a scent to permeate your home, refrain from breaking out the potpourri — and forget the conventional wisdom about freshly baked cookies. Instead, take the advice of professionals like Eric Spangenberg, dean of the University of California, Irvine Paul Merage School of Business. He cautions against using complex or mingled scents, because his research suggests that people can be distracted by a mixture of smells — they subconsciously spend a portion of their cognitive energy trying to identify the scent

Spangenberg advises sticking with one simple scent, and according to the Wall Street Journal, the following are some of his top choices for open houses: orange, lemon, basil, tea, cedar, pine, vanilla and cinnamon.

Whether you choose to introduce a scent via reed diffuser, candle or fresh ingredients, make sure no other scent is mixed with it. Lemon should not be mixed with orange, for example. This will allow your potential home buyer to stay focused on the task at hand.

5. Let the scent reflect the space. Finally, select a scent that is appropriate for the general environment and aesthetic of the home. For example, if you have a lot of wooden beams and walls, cedar might enhance the ambience. Likewise, if you're near the beach, go for something fresh.

If there's no noteworthy natural feature nearby, don't worry. For your clean and sparkling-white kitchen, a crisp lemon scent would certainly convey an uplifting feeling to a buyer. In other words, choose a scent that speaks to the general feeling of the home and underscores its positive attributes.

The first rule of home staging:
Less is More

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The second rule:

Keep it fresh

The third rule:

Add a splash of color

TAKING REAL ESTATE PHOTOS

A house hunter's first view of your property is often online, and if the photos accompanying your home's listing don't impress, you probably won't get a second chance

The following tips can help your home put its best foot forward on picture day.

What can I do to make my home look its best in photos?

Clean the windows and open the shades. Ample light can go a long way toward making your home shine in photos, so **get those windows sparkling clean**, and open the shades and curtains wide.

Remove clutter. Gleaming, clutter-free counters will make your kitchen look more spacious. Put away everything, then clean counters well. It's fine to leave out one or two small appliances, such as the toaster and coffee maker, but stash anything extra, as well as small appliances that have seen better days. Fresh flowers or fruit bowl provide a splash of color.

Remember less is more - It may be a good idea to start packing things you don't use regularly - example books. The space inner rooms should flow. light require moving some furniture around or removing it to make room show more spacious. Don't forget closets. Buyers want to see how much storage you have. Bulging closets signals - lack of adequate storage.

Neatly tuck in bedcovers. Photographs seem to pick up every little imperfection, so spend an extra few minutes straightening up the beds on picture day. Fluff up the pillows, pull the bedcovers taut, and clear away clutter and personal items from the bedside tables.

Hide toiletries and freshen bathrooms. Aside from a fresh bar of soap at the sink, the bathroom should be completely free of toiletries — too many products crowding the sink and shower suggest that there's not enough storage space. Pull open the shower curtain, clean the mirror, put the toilet

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seats down and turn on the lights. Remove old towels and put out fresh, fluffy white towels if you have them. If not, just leave the towel racks bare.

Perk up houseplants. Fresh green plants add a feeling of life and vibrancy to interior photos. Ailing plants, not so much. Trim away dead leaves with a pair of sharp scissors. Dust large-leaved plants with a soft cloth.

Polish wood floors and shine up appliances. Wood floors can be a major selling point, so be sure they look their best in photos by treating them to a thorough cleaning, and finish with a product that is safe for your floors. The same goes for those stainless steel appliances — using a product designed for stainless steel, buff the surface until it gleams.

Do a photo-ready walk-through. The aim on photo day should be to make your house look as spacious, clean and inviting as possible — so it's in your interest to declutter as much as possible. Here are some under-the-radar items you may want to stash before the photographer arrives:

- Shoes in the entryway
- Piles of mail and paperwork
- Remote controls
- Magazines
- Kids' toys that can't be put neatly away
- Pet food bowls, beds and litter boxes (temporarily move these to an area that won't be photographed)
- Front-of-fridge clutter (magnets, photos, cards)

Switch on all lights. Unless your home is flooded with natural light or you know that your real estate photographer will be using portable studio lighting, the general rule is to turn on all lights. Don't assume that photographers will do this for you because they may miss some or may not find every switch. So take a moment before you go to turn on lights, and double-check that curtains and shades are pulled open as well.

Highlight special features. Have a lovely working gas fireplace or an outdoor fire pit? Make sure it's lit on photo day. Likewise, if you have a hot tub or a pool in the backyard, make sure it's uncovered and clean for the photos.

Focus on the first impression. This isn't the time to worry about major landscape changes or reviving a dead lawn. Instead, focus on the quick fixes that will make a positive impression in a head-on photo of your home. Deadhead flowers, rake leaves, clear away porch and driveway clutter, and

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set out a few pots of blooming flowers. You may also want to leave your own car parked in front of the house until the photographer is ready to shoot the street view — otherwise you could wind up with your neighbor's SUV blocking the shot!

Last but not least, check that all outside areas are neat and tidy, with outdoor furniture in place, tools and hoses put away and garbage cans tucked out of sight.