

My House Isn't Selling.

Now What?

Written by Christine Rae, President of CSP International™

If your property is sitting on the market, not receiving offers, or has offers for less than you expect, then there is something wrong. Either the price does not reflect the true value of the property or the condition of the property does not support the price; either way you are faced with a dilemma. How do you get a second chance if you failed to capitalize on the first opportunity?

People are profoundly impacted by what they see, hear, and smell. Never before in history has it been so important to fully prepare property for sale before anyone sees it. When you want to sell property in the shortest time possible and for the highest ROI, then "good enough" is not appropriate language. In my experience, property sellers often fail to understand that *everything* counts when selling. However long the property has been sitting, the marketing message has been "Will you buy my old house?" It needs to change to "Come buy your new home."

Consider the property selling process a beauty pageant—you will get the idea. At this late stage of the game, how can you change the old adage, "You never get a second chance to make a great first impression"? I have three recommendations. First, take down the for sale sign and stow it away for when you are really ready. Second, hire a professional stager to fully prepare the property for sale. And third, have your real estate professional draft a new marketing plan.

Research shows that the most people ever to view your property will come during the first five to ten days it is on the market; when you let that opportunity slip through your fingers you have to figure out how to get them back. More often than not that ship has truly sailed. It will be extremely difficult, and therefore it is time for a new marketing strategy.

Professional staging is the answer and the missing link to revitalize lagging real estate marketing. Today's buyers expect a well-presented, well-maintained house. So you need to get the most help possible to make your house memorable. Are you saying WHY? How about not leaving money on the table? Research shows more than 63% of buyers are actually willing to pay more money for a house that is move-in ready! That is almost seven out of ten buyers! What that means to

sellers is that every effort put forth to make the property "move-in ready" will move you closer to offers you will be thrilled to accept.

Consider these important, yet often overlooked tips to get ahead of the game.

1. Have a presale home inspection done; check for all the fine details and ensure that price and condition match.
2. Review every space, floor to ceiling and inside and out; assess whether it needs to be cleaned, replaced, repaired, refreshed, renewed, packed, and/or painted.
3. Hire a professional staging consultant who truly understands the difference between staging for sale and decorating for living; this will ensure your dollars are wisely invested.

Property is sold because buyers buy with emotion. In the end, it is their perception of value that counts—not yours. ■

August 2016: Christine Rae was named one of the Top 100 Elite Women Shaping the Real Estate Industry by Real Estate Professionals. She is a best-selling author, a speaker, and a real estate staging expert. www.StagingTraining.com.

