

## HOW TO SHOW CASE YOUR HOME FOR A QUICK, TOP—DOLLAR SALE

It's an age-old problem in real estate: Sellers, expect the highest possible price and a quick sale. But, they sometimes do not understand, meeting those expectations requires a commitment on their part. And they should position their house in top-condition and stage their house apart from the competition.

Some agents are reluctant to address this issue and further compound the problem. **Ron Hidalgo**, enthusiastically and energetically recommends~ staging every listing apart from the competition. Nevertheless, when **Ron Hidalgo** is considering the financial impact for his clients, he "Dresses his listings for success." *WOULD You bring in your automobile not cleaned and spruced up for before trading? The same goes for your home, but we are speaking of several Thousands of Dollars in Marketing the two Products!*

*By following* the steps below, we can position ourselves as creative marketers and out smart the competition. *The result will benefit you!*

1.) **A targeted audience.** Most people who tour a house are actively shopping and, what's more, the house probably meets their general criteria for location, style and price.

2.) **A captive audience.** When buyers tour a house, their attention is focused on that product.

3.) **Multiple impressions.** Each house has dozens of "first" impressions: Every room, every closet, every hallway, and more. Every impression point is an opportunity to move a buyer from "just looking" to imagining his/her life in this house.

There are three stages of buying. First stage buyers define location, style, and price. The second stage, evaluating a property, begins each time a buyer tours a house. Whether buyers move to the third stage, purchasing, depends on their perception of a house's value and whether or not an emotional connection occurs.

Here are ways to dress up a house and how they relate too moving a buyer from *EVALUATING* to *PURCHASING*.

• **Un-cluttering.** Every house, regardless of actual size, generates a feeling of space. "If a house or room is full, it will feel smaller and most buyers do not want to buy smaller." Remove excess furnishings, accessories, and collections show a house's true space.

• **Cleaning.** "Even the smallest daily living things — like fingerprints on a wall where the kids 'round the corners' —can cause apprehension and buyers begin to disengage from a house." A "spring cleaning" —from the ceiling to the floor —

**Ron Hidalgo,**  
**REALTOR®Broker** Since 1984 and Associated with



3911 Fain Court Montgomery, AL. 36109 [www.SaundersRealty.Net](http://www.SaundersRealty.Net)

Mobile: (334) 546-1410 Toll Free: 1.866.508.3535

e-address: [RonHidalgo@MindSpring.Com](mailto:RonHidalgo@MindSpring.Com) \* [www.RonSellsAlabama.Com](http://www.RonSellsAlabama.Com)

Creates an uplifting feeling and sends the message that this home has been well cared for.

• **Repairing.** "Buyers translate repairs — even routine maintenance — into work, time and money. We all have enough work and not enough time or money. When there's work to be done, a buyer may wonder if greater problems lie beneath the surface." A house in top condition will be perceived as a good value, and leave little opportunity for a buyer to justify a lower offer.

• **Neutralizing.** "A neutral space helps buyers imagine how their things would fit. When it's dated or too personal they may find it easier to look elsewhere." Neutral, current colors and accessories help buyers "complete the picture" in their own style and taste. A highly personal space is less engaging; Removing up to 1/2 of the family photos' and any religious or political statements accommodating to anyone's taste.

### WHAT'S THE MESSAGE?

The goal of Dynamiting™ is to evoke an emotional response in buyers. Stage each room to send the message of "home" and help buyers imagine life in your house. Here are just a few suggestions to add a new dimension to your home:

**Curb Appeal:** Say "Welcome Home" with colorful pots of annuals, neatly trimmed shrubs, and fresh paint.

**Entry:** Make a statement of elegance with flowers or an art object on a small table.

**Kitchen:** Convey the feeling of family and entertaining. Set a colorful cookbook next to a blooming plant; Add an interesting serving piece and a runner to a dining table. Set out a snack to encourage buyers to stop and talk here.

**Bathrooms:** Suggest luxury with towels and elegant accessories; add a fabric shower curtain.

**Bedroom:** Show privacy and relaxation; add pillows and a plush comforter. Set a book on a night stand.

**Family Room:** Help buyers imagine family with a game set out on a table, a fireplace set with birch logs, and a cozy Afghan neatly draped on an easy chair.

**Outdoor Spaces:** Show playtime and entertaining with a barbecue set to go; Set a tray of lemonade next to a chaise lounge.

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*3911 Fain Court Montgomery, Al. 36109*

**Mobile: (334) 546-1410**

**Office (334) 356-9700, Toll Free: 1.866.505.3535**

**Fax (334) 270-8471**

*E:mail [ronhidalgo@mindspring.com](mailto:ronhidalgo@mindspring.com)*

⇒ **Web: [www.RonSellsAlabama.Com](http://www.RonSellsAlabama.Com)**