



## TOP TEN TIPS ON HOW TO SELL A HOUSE FOR PROFIT THRU FUN

How to sell a house? Success begins with the mind set. Set your mind for success and fun. Let your endorphins flow as you have enjoyable experiences along the way, realizing that the ultimate goal is the sale of a house, and profit. Here are ten recommended ways for a successful house sale, and ten alternative, creative and new ways to compliment the obvious and known methods for selling a house.

How to sell the house and retain your smile due to profits.

1. For every tried and true method, utilize one for fun. With the advent of HGTV and the many programs introducing the general populace to “staging tips”, we see potential buyers entering prospective homes and having the same reaction. “Ho Hum, the smell of cookies and apple pie and cinnamon, again. The sellers must be following 'the book' ”. To combat this reaction, offer something different. Order personalized fortune cookies that contain messages like, “This is your luck day ! You found your house.” “Today you will realize financial gain in your search”. “New friends, great neighborhoods will be yours today”.
2. Reducing clutter is one of the top ten ways to show a house for a successful sale. Have fun with a “Meet My House Garage Sale”. There are two formats; one in limited areas of the house, one in limited areas of the house, yard and patio areas. Though this requires a few more participants representing you so that your house is not an “open invitation” to people and their curiosities, you keep representatives in the “sale rooms” and have one central check out area to pay. At the check out are also papers of information regarding the house and it's vital information and sale criteria. It is manned by informed spokes people who can share about the neighborhood and talk about the positives.
3. The dutiful open house where you leave so you won't intimidate the buyer and will protect yourself from the comments they may state about your taste in colors and décor is always part of the selling exercise. However, rules are meant to be broken, and a “House Swarming” where you invite interested parties in to see the house and gather information can be fun. Personable and good neighbors can act as hosts. Give them the cookies, not just the smell. Be hospitable and show them the social potential of the house by having a refreshment area to give them the feel for the neighborly ambiance of the area.
4. “ If you've got it, flaunt it” , and we all do, by providing brochures in high tech lighted outdoor boxes, virtual tours and various new presentations. Consider, however, the fun and creative ways you can utilize banners (indoors and out), vinyl vehicle wraps and small mementoes that can be taken home by perspective buyers. The price is no longer cost prohibitive due to companies providing low cost online promotional items. Take a full color picture of your house with a for sale sign in front . Include the message, “This house raised a successful family”. These can be self applied to your vehicle and easily removed with out any damage or concerns. It's a great tool for the empty nester's or when downsizing. An optional message that could be used on a vehicle with a picture of your house in a neighborhood setting is , “Our neighborhood; successful schools, successful families”. Low cost indoor banners can be placed in a three season room or patio with a family photo and the message; “Great Memories in a Great Home Made a Great Family”.
5. Staging experts warn not to personalize your house too much when preparing it for showings. Your husbands beer can collection may not appeal to some, and traditional buyers with contemporary earth tone tastes, may not appreciate your frilly pink bathroom and kitty cat accessories. When making the changes to “tone down” and yet not leave areas appearing “un decorated”, simple printed sayings that are uplifting and encouraging can be framed and hung or set around in strategic areas. One doesn't need to spend a lot . Utilize the Internet for quotes, print them out in special fonts and recycle frames from pictures you have packed away. One

saying might be, "We're selling our house, but taking our home with us." "One Man's Treasure is the Next Man's Home".

6. In today's cooling market we are being told that innovative sellers are even beginning to pay part of the closing costs. Examples of the seller paying \$5000 or more for the buyer are becoming successful strategy. Having fun with the "perks" can also be used to your advantage in marketing your house. Create a large "gift basket" with gift certificate to area/neighborhood merchants and some of the area wares. Let the merchants know you are creating this for the new owners. They will gladly offer to hand out brochures and give personal information and positive support to your sale. There are stories of sellers offering cruise tickets for two, gift certificates for furniture purchases for the buyer, and other perks to attract people to the visit the home. Allow each visitor to register so that if they end up buying the house they are automatically winners of the gift basket. If they fill in the line with a referral name, and that person buys the house, have a gift basket for the person who "reeled in the buyer".
7. Networking is tried and true and not really new, but there are new ways to do it. Create inexpensive promotional items for perspective buyers to take home with them. House shaped key rings with the message, " The key to a good neighborhood is good neighbors". A discreet flip side message with the house address and contact information will remind them of their tour. A small votive candle with accompanying tag saying "This house adds a glow to the neighborhood".
8. Not only should you go to every social event you're invited to and work the information into the conversation, but invite friends and acquaintances into your home for coffee or a meal. You will be amazed how many were never in your home and will comment, " I bet so and so would love this home". Or, "this neighborhood", or "this commute". Discussion and putting things into the mind set of people creates open doors to perspective buyers.
9. Letting people "dream" about changes in your house can be painful but it can be fruitful. Set up a laptop with some schematics or soft ware that allows you to make changes in the house and landscaping etc. It is fun to let them see the house if they prefer red shutters and a brick pathway. You can also show them what it would look like if they change the layout of a room, take out a wall. These now come in simple , fun, amateur software that you can easily learn to navigate, or get someone there who can. You can even get soft ware for little money that will give you the instant dollar costs involved in the renovation. For instance, if you're adding a deck to wrap around two areas, it will calculate the costs and display the results.
10. The bottom line is pricing the house correctly in today's market. A fun way to make your point that you have a "bargain" for them, is to present pictures or comparison information of what they could get for the same amount of money, in different areas. It doesn't have to be a comparable sample, it's fun to show a run down stucco shack on the ocean in Italy costing far more. Or to show a comparison to a New York City 650 square foot apartment for more money than your house with yard and amenities. Have fun with the comparisons and leave the "neighborhood" comparisons to the experts. But, provide them as well.
11. Don't over sell, be over anxious, or push. Breathe. Relax. People "smell" fear and anxiety. Don't overwhelm your environment with too many scents and sounds in an effort to make your atmosphere conducive to conveying serenity. Use light scents of lavender in the bedrooms, eucalyptus in three season rooms and bathrooms, and vanilla and cinnamon in eating and cooking areas. Other scents may actually drive people through quickly. If you have pets, utilize products such as odor neutralizers liberally at least an hour before visitors. If it's obvious you have pets, be sure to show pristine areas of bedding and feeding with area mats for cleanliness. It gives the message to the perspective buyer that you have taken care of the property and you dealt with the odors and containments of pets.

How to sell a house for profit with fun , is truly a strategy. It is meant to reduce your anxiety and stress by allowing you to do that same thing for the buyer who is also anxious and stressed and leery of "being taken". A hospitable home environment; breeds trust, encourages the buyer who is motivated by positive sayings, hears quiet uplifting sounds ,and smells non offensive and welcoming scents to believe they are seeing "the real deal". Buyers do not want to deal with a rigid mantra of gimmicks which were "group tested" and are meant to manipulate the buyer. People want to deal with People. They want to know that even beyond a professional Realtor there are caring owners who want a fair price for the investment of time and effort they put into their home. They won't be looking into every crack and

cranny for the “hidden” problem that will bite them later.

Simple, straight forward fun and hospitality will sell your home. Utilize the alternate tips as well as the tried and true top ten ways to sell your house, and impress the buyers with that “something” personal that will leave them smiling. Dale Carnegie, the original guru of motivational speaking can sum up his entire philosophy in his closing statement of advice. “People may never remember what the last thing was that you said to them, but they will remember how they felt when you said it”. This translates to selling a house. They may not remember the realtor's rhetoric, or yours for that matter, but they will remember how they felt in the house, the neighborhood and during the transactions.

Now, go out and sell that house and have some fun.

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