

Presenting Your Home's Exterior For a Fast Sale

Dear <name of homeowner>,

When you fear that you may lose your home, you really have no enthusiasm for making things look beautiful. You may not even have enthusiasm for mowing the lawn.

But since you do have equity in your home, and since there is a very good chance that you can sell it and put some of that equity in your pocket, it's time to regain that enthusiasm.

Studies show – and real estate agents know – that homes that are well-presented sell faster and for more money.

Buyers who are hit with the “wow” factor when they drive up to the front of your house are pre-conditioned to like what they see inside as well. And, when what they see inside tells them that they won't need to do any work to just move on in, they are more likely to make an offer without hesitation.

That's why, in order to save your equity, it's in your best interests to present your home at it's finest.

Start with the exterior – with keeping the lawn mowed, the weeds pulled, and the flowers blossoming. (If you don't have a flower bed, well-placed pots can have the same positive effect.) In the fall, cut back the dead flowers and tidy the yard, so that it appears well kept even if the flowers are gone.

Next, make sure the fence is straight, the window trim painted, and the front door scrubbed and/or freshly painted. Keep the kids' and dogs' toys picked up when not in use, and stash the trash can out back. This first impression could be the one that sells your house.

I can help you hang on to that equity, so don't delay. Call me today for a no-obligation market analysis. Then you'll know for certain if taking time for a good presentation is worth your effort.

I look forward to talking with you,

Signature

Contact info...

P.S. I know you don't want to spend a lot of money on presentation, so next time I write I'll tell you some inexpensive ways to make a good impression inside your house.