



Staging: What's Most Important

These Items Represent Four of the Greatest Deterrent in Procuring An Acceptable Offer

ODOR	<i>...is the #1 deterrent in procuring the initial emotional connection necessary to engage a buyer's interest.</i>
CLUTTER	<i>...is next on the list. Remember even the most liberal buyers are distracted from seeing the real potential in a property when their eyes are drawn to an excess of personal effects instead of the Real Property.</i>
WINDOWS & SCREENS	<i>...are vital in the home staging process. Taking the time to clean windows, sills & blinds, as well as, ensuring that screens are free of wear and tear could represent the greatest return on invested time.</i>
PAINT	<i>...is an inexpensive and valuable way to give your home a fresh NEUTRAL look. Remember everyone is not in to the latest color trends. As the seller you may spend a few hundred dollars to paint the home, but this man translate into a \$5000 reduction in a buyer's offer price.</i>

For information on the remaining four Greatest Deterrents that may keep your home from selling in the least amount of time AND for Top Dollar contact

Cheryl Montague, REALTOR
 Fairfax Realty, Inc
 Direct: 202-251-8011 Office: 301-794-9400

Cheryl@CherylTheRealtor.com
 Real Estate Resource Center: CherylTheRealtor.com