

The Psychology of Home Buying

- **Price the House RIGHT**

- *Even the BEST Home Staging cannot make up for an overpriced listing. When pricing a home that's "move-in ready" fairly, often times we set the stage for multiple offer – yes, even in THIS market!*
- *You will have a perfectly targeted audience. Most Buyers who tour your house will be good prospects: they are actively shopping for what you are selling more than likely, it already meets some of their criteria.*
- *Captive Audience – The buyer is in your house and may spend up to an hour studying it. The longer they stay, the better your chances. By making the space cozy, inviting and pleasant, Buyers can emotionally and mentally "settle in." You want them to feel "at home."*
- *An Opportunity to Make Multiple Impressions – Each room gives us the perfect opportunity to make dozens of "first" impressions. With each detail we will move the Buyer from looking at your house to evaluating whether it could be their "Home."*

- **Will it be "Love at First Sight?"**

- *Homes are chosen based on emotion. Buyers need to "feel" that a house could be home. For this reason, we will depersonalize the space and create "emotional connection points" to actively engage a Buyer's mind. We will help them to imagine how life could be in the space.*
- *You only get one chance to make a good first impression. Studies have shown that Buyers develop an opinion toward your house within as little as six seconds upon entrance. That opinion is reinforced by everything else they encounter as they move from room to room. We will help to insure that each "six seconds" are positive.*
- *When a house feels as if it could be home, Buyers will intuitively reprioritize their list. We'll accentuate the positive and downplay the negatives in each space. We will create balance, warmth and cohesion with an easy, appealing sense of style.*

- **Buyers Will "Profile" the Sellers In their Buying Decisions**

- *Neat and organized Sellers take care of a home and vice versa – We can de-clutter and clean those areas that typical Buyers use to profile "neatness".*

- **Buyers Will View Your Personal Things**

- *If you can't see objectively, you can't package effectively – We will use the "Buyer's Eyes" in each room of your house in order to get it SOLD!*

For your personal consultation on how you can position your home to sell faster and for more money, call The Buyer's Eyes Home Staging Services today! 414-828-9222

