

I Started Looking For The Buyer For Your House 180 Days Ago...

Cincinnati
November, 2009

Dear Friend,

If you're going to sell your house in the next six months, what you might not realize is that the new buyer for your house is already starting to look for homes.

Every month we have dozens of calls from people who are just now starting to look for homes and are calling us for helpful information.

We help these buyers by sending them updates on all the homes that come on the market (and homes that are not yet on the market).

That's where we may be able to help you sell your house for top price in as little as 24 hours – *without even putting it on the market.*

Right now, we have several buyers who are looking for homes in our area, and we're constantly looking for just the right homes for them.

If you'd like me to include your house in our exclusive "Silent Market," just give me a call at 513-899-9939 or email me at gary@ChoiceCincyHomes.com and I can explain exactly how it works.

Talk to you soon!

Gary

PS...To receive our free monthly newsletter **Get Top Dollar!** that includes Spend a Little Get a Lot, tips on making your home look better, and How To Avoid Costly Mistakes, just call 513-899-9939, or email me at gary@ChoiceCincyHomes.com.



Spend a Little Get a Lot

- Use the proper type of paint for each surface you need to cover. Kitchen and bathrooms require paint that can withstand heat and moisture. Consult a professional at a paint store for advice.
- Create an information booklet containing property tax statements; records of maintenance, service work, warranty work and improvements made to the house; utility bills; and warranties for the roof, pool, spa, electrical systems and major appliances.
- Immediately before showing the house, make the home inviting by cleaning windows, opening the drapes, turning on lights and playing soft music.
- Keep under-the-bed storage containers handy for last minute clean up. Fill them with clutter and shove them out of sight.
- Light a couple of lightly scented candles to give a feeling of warmth and add a nice aroma.



GET TOP DOLLAR!

The Hagan Real Estate Home Seller Newsletter

Creative Use of Color



Have you ever been driving through a neighborhood and all of the sudden a Pepto Bismal pink house shocks you out of a daydream? Did you notice anything other than the color – the lush green lawn or the squeaky clean entry way, perhaps? Of course not. You were probably too busy gawking at the color.

Color is a powerful thing. Red is stimulating, which is why you don't see too many school rooms painted this color. Dark blue is relaxing. Yellow reminds us of sunlight, so it has a tendency to evoke cheerful feelings. Green encourages peacefulness and stability. Colors can remind us of certain people, specific places or times in our lives – some good, some bad. When preparing your home to put it up for sale, one thing you don't want to do is evoke the wrong feelings. It's best to play it safe and opt for neutral, reflective colors like white or ivory for the interior. White, light gray and tan work well for the exterior.

Use of color is a great way to create optical illusions that are effective in downplaying a home's shortcomings. For instance, using lighter colors will make a small space seem larger. Conversely, if you wish a room to look smaller, then paint it a warmer color. If a room is long and narrow, paint the walls at either end a dark, warm color like deep brown or green. This will draw the ends

to the center of the room, giving it more of a square look. To lower a ceiling that's too high, paint it a darker color – coffee tones, grays, or dark green. Just make sure the room is light enough to handle the darker colors.

To make a low ceiling appear higher, paint the walls a darker color than the ceiling. Busy walls with areas chopped up by radiators, doors, vents and windows make a room look smaller. Paint the room in a flat tone, including the radiator, doors, vents and casement, and these negative features will blend into the room. Color allows one to make the best of a home's not-so-great features.

Many experts favor paint over wallpaper, but there are times when wallpaper may be the best choice. Use wallpaper if it covers a cosmetic problem or if it adds to the home's historic charm. Exercise caution and self restraint, though, and stay away from large or loud patterns, strong colors and unusual designs. Vertical stripes make a room seem taller and hallways shorter. Horizontal stripes make a room look wider and hallways longer. Regardless of the design flaw being camouflaged, it's best to keep wallpaper as nondescript as possible.

(Continued on reverse)

Creative Use of Color ... (Cont.)

Generally, the rule is to keep walls, ceilings and floors neutral and add colors with accent items. Temporary splashes of color can be added with all types of fabrics – area rugs, table cloths, napkins, sofa cushions, window curtains, bed spreads and quilts.

Kitchens can be spiced up with canisters, dish towels, framed prints, curtains, window blinds, wallpaper borders and green plants. Just be sure to keep the plants watered. Give pizzazz to bathrooms with matching towel sets, bath mats, shower curtains, toilet seats, decorative hand soaps, silk flowers, curtains, blinds and wall hangings. In bedrooms, throw in color through comforters or quilts, sheets, window treatments, area rugs, and plants or flowers. Just keep in mind that these items are to enhance the look of the house; they're not to add clutter or make a statement. You want the house to speak for itself.



How To Avoid The Most Expensive Mistakes Smart People Make When They Sell A Home...

Trying to "hard sell" while showing.

Buying a house is always an emotional and difficult decision. As a result, you should try to allow prospective buyers to comfortably examine your property. Don't try haggling or forcefully selling. Instead, be friendly and hospitable. A good idea would be to point out any subtle amenities and be receptive to questions.

More "Spend a Little Get a Lot" Tips

- Purchase a new door mat to give the front door area a fresh look.
- Have at least three quotes done on costly repairs so you can select the most economical company for the job.
- All repair work can be negotiated. Don't be afraid to ask for a better deal.
- To create a spacious feeling in the house, turn on lights in every room.



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