

How YOU can earn big bucks in real estate!



Things to do before your house is photographed or shown

When you list your home with the Hillard Agency, you will NOT get a visit from a crew of four television professionals who are going to spend a week in your home. Sorry! But you will get good real world advice from an experienced realtor!

Chances are some low cost or no cost steps will increase the selling price and decrease the time on the market for your home. Your agent knows which are most important to potential buyers, and can help you see your home as potential buyers will see it.



5 minutes and a flowering plant - you change that all important first impression!

Does the door frame need a coat of paint?



Cleaned off surfaces make everything seem bigger. Cabinets and closets that are half empty make storage facilities seem spacious. It's going to have to be packed before you move; doing it now can pay off!



A TRUE STORY

The buyers were especially interested in a particular Tuscola subdivision. I set up showings for the two homes available there.



The first home was immaculate. There was nothing on the kitchen counters. There were no family pictures to be seen. The children's bedrooms each had one perfectly made bed, a dresser, a desk, one or two toys. The garage contained two cars and a lawn mower. You just knew there had to be a storage unit somewhere, filled with this family's possessions!

The second home was also clean and pleasant looking. Clearly, the sellers enjoyed their home: handy small appliances in the kitchen, the latest electronics in the living room and family room, fun toys and books in the kids' rooms, pictures of happy family gatherings.

I asked the buyers which house they liked better. There was only \$1,000 difference in asking price. There were several things, they said, that they really liked about the second home, but because the first home was larger, they would probably make an offer on it.

Of course, the point of this story is that the second house was actually larger, by almost 200 square feet. I had to measure the homes to convince the buyers that the square footage on the listing sheets was correct.