SPECIAL REPORT

How to sell your house this summer

Lessons learned by 1,741 successful home sellers last summer!

Seven success strategies for savvy sellers serious about getting top dollar today.

1. Be mindful of myths

Find the facts. Just because you bump into Bob on the boardwalk, don't believe everybody is in Bethany. *Last summer, 1,741 homes sold in the District.*

2. Make the most of the moment

Inventory of homes for sale, already at historic lows, drops dramatically between the Fourth of July and Labor Day. *Capitalize on reduced competition for the serious summer buyer.*

3. The "31" flavors fallacy

Something for everyone means selling more ice cream. But you've only got a single scoop of one flavor. What if your house is boysenberry cheesecake and the buyer wants jamocha almond fudge? *Smart sellers always serve vanilla... something for the most buyers.*

4. Mentally move out

"This town (house) isn't big enough for the both of us." It's you or your buyer. You're headed out, so stage your house to make your buyer feel at home. How can you be sure your house is market-ready? It probably won't seem like yours anymore. *Remember, that's what you want... someone else living there!*

Is that all there is to it?

Of course not, there is much more *(including 5, 6 & 7 next issue).* These findings apply to many situations, but not all. *You deserve an individual approach to your needs.*

These seven strategies provide a starting point for savvy sellers. *The next step? Call* ***240.731.8079*** *or write to:* ***Marjorie@MarjorieDickStuart.com***

P.S. Take the memories...

...the refrigerator stays!

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