SPECIAL REPORT Part 2

How to sell your house this summer

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

Three more success strategies for savvy sellers, serious about getting top dollar today.

5. Share your story

Paint a picture. People connect with experiences they may share, not bricks and mortar. Mention memorable moments...remember why you bought this one...recall what has surprised and delighted you. Chances are your recollections will resonate with the buyer. Not long ago, a seller shared that Starbucks was so convenient, she threw away her coffee pot. Guess what her buyer told me? *"I can't wait to move and throw away my coffee maker!"*

6. Focus on the future

Remember the reason you are selling...the big picture. Selling your house is taking a step to the rest of your life, not scaling Mount Everest. *It's not the challenge. It's the solution!*

7. Hit the beach

That's right, get out of town, relax and wait for good news You won't have to make your bed, pick up your clothes, do the dishes, or dash out the door every time someone wants to show the house. And you can negotiate surfside in your swimsuit and sign the contract on your iPad.

Is that all there is to it?

Of course not, there is much more. These findings apply to many situations, but not all. You deserve *an original approach to your needs.*

These seven strategies provide a starting point for savvy sellers. Your next step? *Call **240.731.8079** today!*

Cheers!

Marjorie

P.S. Take the memories...

...the refrigerator stays!

Job Number: 062520131200353679 Order Number: GOODER1982 Order Date: 6/25/2013 12:00:35 PM Run Count: 1 Stock_type: 1 6/25/2013 12:01:52 PM