3rd April March 2017

Hello fellow Norman Parkies,

Last week you received #Step 3, this week I talk about highlighting the best features of your home!. Why becuase you know the home better than anyone else, you get feedback from friends and family as to the areas that they love, Now it’s time to show them off.

**Step #4 Your home’s best features**

* Benefits of a second opinion. Ask your agent and friends for suggestions on how to spruce up your home.
* Work out what are the unique selling points and how to further enhance them.
* Setting the scene. Buyers often try to envision what their lives would be like in a house. Think about what makes it homely, welcoming. Example by placing comfortable outdoor furniture chairs on the balcony with a view, and cushions always add colour to space
* Entering the home, fresh coffee and we love cakes! And background music works well.
* Depersonalise your home to ensure it appeals to the largest possible audience. Not everyone will have the same taste as you. Less of ‘you’ in your home gives potential buyers a chance to visualise themselves living there.
* Vacate the home when being shown to prospective buyers.
* Consider using staging, especially if the home is empty, to enhance its appeal and create warmth.

If you simply can’t wait for the remaining simple steps, give me a shout and I would be more than happy to have a chat and share.

Whether you’re looking to sell or stay, I would love to meet you!

Kind Regards,





Rachel Fechner

M 0408 117 299

[E rachelfechner@mcgrath.com.au](mailto:E%20rachelfechner@mcgrath.com.au) ‘***Not only is Norman Park my area....it’s my home’***

W mcgrath.com.au