

YOU'RE SELLING YOUR HOME

Know Why the First Five Minutes are Critical!

YOU HAVE BEEN PLANNING TO PURCHASE A SECOND CAR and have saved \$7,000. It's Saturday morning and you have time to shop and make your purchase. You drive to a nearby dealer and find only two cars for sale. Both have a price tag of \$7,000. They are identical - until you begin to inspect them more closely.

The first appears to be "good transportation" at best. The car's finish shows neglect, with nicks, scratches and dings abundantly displayed. The windows are smudged, the tires under-inflated, and the radio antenna is missing. Inside, key in the ignition, it grudgingly starts on the second try. Books and papers litter the back seat, and the ashtray overflows with an assortment of items, and the floor mats are missing. After an abbreviated inspection, you turn your attention to the second car.

You notice that the morning sun reflects brightly off the spotless windows and gleaming finish. This car seems to promise satisfaction. It invites a closer inspection. Sitting at the wheel, the engine jumps to life, then settles down to an imperceptible idle. The interior sparkles. You feel good just sitting there at idle speed. You make your choice. This car wins hands down.

Home buyers experience similar situations daily. With plans to purchase a home, buyers inspect a number of similar homes at similar prices. They begin making value judgments from the moment they drive up to each home. Their first impressions begin with the front door. Once inside an attractive, well-maintained home, buyers can sense the presence of "pride of ownership" - or its absence.

It has been said that buyers make up their minds in the first five minutes, then spend the rest of the time rationalizing their decision. For those who plan to sell their home, a word of advice: place great emphasis on providing a home in impeccable, move-in condition.