

# GOOD BUY OR GOODBYE?

## the significance of *a positive first impression*

By **Debbie Cosic**

They say that first impressions last the longest in our minds. In many instances, this is true, especially in the real estate world. Whether you are buying or selling a home, you need to keep in mind that first impressions are a crucial factor in the deciding process. It is very important for a potential purchaser to walk away with a positive feel for the space.

### AT FIRST GLANCE...

When home shopping, as a buyer you look for the best there is within your prospective budget. Usually, after viewing a home that did not appeal to you at first glance, you tend to eliminate that listing from your potential purchase list. Although that home may have had an interesting floor plan or a large yard, the presentation of the home may have limited your vision as to what you could do with the home. This is why first impressions need to be positive, especially when it comes to selling your home.

### GIVE IT YOUR BEST

After having found the ideal home, it's time to get your existing property ready to sell. Just as you have fell in love with your new home, you would want a potential buyer to feel the same excitement for the home you are selling. Put your house on the market at its best, showcase its attributes, and show the purchaser the great qualities of your home that attracted you to buy it.

Regardless of how well you take care of your home, before it goes on the market you must do touch-ups to ensure it is in its best condition. Quick fixes are not an option, as potential purchasers will be able to recognize a job half-done and it could result in loss of interest. It may cost the extra dollar, but that will be reflected in the value and selling price of your home.

### DRAWING IN THE PUCHASER

My advice is to work from the outside in.

The curb appeal of your house will immediately catch the eye of a buyer and will draw them into your home. Start with fixing any deteriorated external elements of the home. From

the shingles, windows and doors to the surroundings of the house. Don't forget that landscaping can make your home more desirable, so exterminate all weeds in your yard, replace any dead grass, and make it a pleasurable place to patio on in the warmer months. Make the outside of your home reflect what can be expected on the inside.

As soon as they walk through the door, you want your house to leave the purchaser in awe. The number of people that will come through your home could be higher than you expect. In other words, it becomes a model home and you must treat it as one. First off, declutter and put away personal items that you may have had out. Maximize all spaces of the house by keeping them clean and neat, including closets, as less clutter makes spaces look bigger. Keep the house up to-date with the newest trends, from neutral paints on the walls to the newest trends in window coverings. If you are not sure about the newest trends, do not be afraid to seek professional advice. It is recommended that you repair or replace anything that has experienced wear and tear, or simply needs a revamp, from appliances to furniture.

### THE EXTRA TOUCH...

Sometimes a second opinion is very helpful, as your tastes and first impressions may not always be the same as others. This is why consulting a professional can help you in preparing and staging your home for that perfect look. A stager can help re-arrange furniture, recommend



paint colours and suggest little touches to make your house even more desirable.

Remember that you only have one chance to make a good first impression!



Debbie Cosic, President and Founder of In2ition Realty, has worked in all facets of the real estate industry for over 20 years. She has sold and overseen the sales of over 5 billion dollars' worth of real estate. In2ition with Debbie at the helm has become one of the fastest growing new home and condo sales companies, now with worldwide affiliations and a recently opened full service real estate office in Hong Kong. Debbie and her team have received numerous awards by BILD (Building Industry & Land Development) and NAHB (National Association of Home Builders).