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## *Real Estate Resolutions*

### MAKING A GREAT FIRST IMPRESSION

Studies consistently show that first impressions are critical. Within as few as five seconds -- sometimes even at first glance -- opinions are formed. Using simple visual clues and nuances, it is human nature for us to appraise very quickly. Intriguing or disenchanting, first impressions can also often be irreversible and long-lasting.

"In the competitive world of real estate marketing and sales, an outstanding first impression is the key to holding the audience in the palm of your hand," says Phil Moore of Re/Max Central Realty. Partner Doris Gee agrees. "Sometimes you don't get a second chance! Small modifications can often provide a significant advantage, leading to that potential buyer coming back for a second look. When selling your home, this is the time to make your asset shine."

The basis of successful marketing for any home is knowing your audience, so that you can send exactly the right message to that audience about how great their life could be if they only lived in your house. And it all starts long before your home hits the market. That's the time to start paring back; putting away small knick-knacks, mementos and family photos. When a potential buyer first visits your home, the goal is to make it easy for them to picture themselves living there. They can't do that if they're distracted by your personal trinkets. You must start to visualize your home from a potential buyer's point of view.

In order to make the best of your sale, your home must be in pristine condition. Take the time to make all those repairs you've been avoiding. Removing that dated wallpaper or adding a fresh coat of paint can make all the difference. "You want to ensure that when buyers walk in, they are impressed, even dazzled," says Doris.

Another option is having your home professionally 'staged'. Stagers understand how buyers think and can make recommendations about furniture placement and details, even going so far as to bring in flowers or pictures that can be strategically placed to enhance a view or highlight a feature. Staging is often the key to obtaining top dollar in a competitive market.

Fragrance is also important. Bake some cookies or have cinnamon apple cider simmering on the stove -- smells that create warm sensations deep inside. The result of paying attention to these details is an opportunity to enhance the potential buyers' experience and ensure your home is well positioned to sell.

Not Intended To Solicit Buyers/sellers Currently Under Contract.  
\*Based on MLS sales in Burnaby from 1990-2005.

**RE/MAX<sup>®</sup>**

# Featured Homes for Sale



7340 IMPERIAL STREET



6979 HALLIGAN STREET



6649 COLBORNE AVE



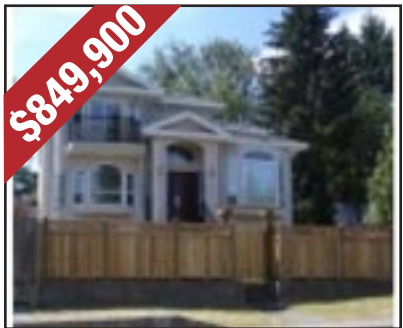
7831 WELSLEY DR



7115 4TH STREET



6378 WALKER AVE



5568 OAKLAND STREET



6510 LAKEVIEW AVE



6493 MALVERN AVE



2418 NORCREST CT



5780 MALVERN AVE



5788 RUGBY STREET

To view interior photos of these homes visit our website

