The Cold Hard Facts….

- Buyers shouldn’t profile the seller!
  - The buyer should not be able to tell whether a single male, a middle-aged woman, an older couple, twenty-somethings, etc. live here, so we need to neutralize the space

- It’s not about YOUR taste anymore!
  - We need to set up the space to appeal to a broad range of buyers

- It’s not YOUR home anymore!
  - Once your home is put on the market, it’s not yours anymore – get used to it

- It’s a product to be marketed!
  - Just as if you were selling your car or a skin care product, it’s all about the packaging.

Once you realize these cold hard facts, you are on your way to a fast and profitable sale of what is probably your greatest and biggest asset – so treat it that way!