

Selling your home can be an emotional process. Especially when you have started your family there. So many memories that are made, and soon to only be in the memory bank or photos as you realize there will be no more memories made at a home.

While a home is the biggest investment most people will make in their lives, it's often looked at as much more than an investment. You become emotionally attached to certain aspects of the home, and get used to the quirks and imperfections as well.

One of my first clients when I got my real estate license were Pat and Mallory. They were about to get married, and were looking for a home on acreage. Pat at the time was working out of state, and would come home for a couple weeks every six weeks or so to look at houses.

After several days out on the hunt Pat and I found 16793 Summerfield Rd while Mallory was at work. We knew that she had to get out there to see it as there was another offer coming in on it. Mallory obliged and came out to meet Pat and I at the house.

It was difficult to see through the old faded and stained grey carpet as we entered the house, and the white and grey plaid vinyl flooring in the kitchen. This place was pretty much all original 1995, but the year was 2013.

Pat and Mallory decided to put the offer on the home, beating out the other offer and starting their family there.

They bought the house with it being an investment in their mind. Neither agreed on every aspect of the home, but knew that it wasn't intended to be their forever home. Rather a good investment.

This last fall when Pat called me up to talk about selling their home, I wondered why they were selling. He reminded me that they had bought the home with every intention of selling it for a profit.

As I arrived at the house to do a walk through with Pat, he walked me through all the upgrades they had done on the house. Being a buddy I already knew the majority of them, but wouldn't sell my friend short by not giving him the same treatment I give all my clients. I got the stager scheduled, and she got out there the next Saturday to do her consultation with the Bergers.

After the consultation, when getting our game plan together, both myself and the stager had suggested new counter tops in the kitchen. They had a black, marble looking finish on them, but were laminate. Buyers in the price range we were wanting to be in expect certain standards in homes in a particular price range, and granite or quartz counter tops are always something that is mentioned.

We put the house on the market in early November, and ended up pulling it off the market just before the holiday season with just a few showings and zero offers.

In the time off the market I was able to demonstrate to the Bergers that granite in their kitchen was critical for getting top dollar for their home. They were going to be beat up on the price far more than the cost

to install the new counter tops. The ceilings in the kitchen area were low, and we already knew that the kitchen wasn't much to get excited about.

While they agreed to replace the kitchen counters, they also decided to do the master bath counters at the same time. Great move.

After being on the market at the same price as when we cancelled, \$449,000 for three weeks, we had some folks that were interested, but sitting on the fence. They scheduled a third showing, and to create some urgency we decided to reduce the price to \$444,000 the day of their showing. That same day we received another appointment for a showing the next day. Within a twenty four hour period, we had received multiple offers on the home.

Ultimately the Bergers accepted an offer that was higher than the original list price. The granite in the kitchen and master proved to be a smart move. Suddenly eye sores became selling points, always a great way to improve a perceived value in a home.