



ah Harmonious Home Adventures

February 2018 - Issue 4

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Hello!

I hope your Valentine's Day was everything you wanted it to be.

It's the end of February. That means it's almost March. Spring is right around the corner.

And spring is the selling season!

More homes hit the market in spring than any other time of year. So it's even more important that your house stands out from the crowd. The last two months - which you can find [here](#) and [here](#) - we talked about ways to make your home *look* the way it should to buyers.

This month, we're talking about why people buy in the first place - because a smart seller *thinks* like a buyer.

Remember - this is the year to love where you live. If you don't already, let me help!

You *deserve* to have harmony in your life.

xxxxoo



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So ... Why Do People Move? And What Difference Does It Make?

The number one consideration in any effort to sell anything is: What does the buyer want? Notice that I said "want." Not "need."

What buyers need may be important – it may be the reason

that they're in the market in the first place. It probably forms the mental checklist that they consult before even looking at a property.

But nine times out of ten, what they *want* controls what they buy.

Counter-Intuitive Reasons

The reason that most people actually pack up their stuff and move is not what you may think - it's a little counter-intuitive.

When you think about why most people move, you think of things like a transfer for a new job or better schools or a change in financial circumstance. But the research tells a different story.

It's because they *want something different*.

A recent [US Census Bureau report](#) divided the reasons people move into three broad categories:

- Housing Related (e.g., wanted more space)
- Job Related (e.g., a transfer) and
- Family Related (e.g., a change in marital status)

I've listed these in their order of importance. Almost *half* of the people surveyed moved for Housing Related reasons. A large number of those

did so just because they *wanted* something different.

Bigger. Smaller. Better neighborhood. More energy efficient.

Whatever the motivation, the point is that the move was prompted more by *desire* than by *need*.

The Takeaway

Since most people actually move because of what they want, it stands to reason that – even if they're moving because they feel that they have to – they're far more likely to end up buying what they *want*. They'll sign the contract on the home that appeals to their *desires*.

To sell your house, make it the home that they want.

So ... What Do They Want?



A couple of years ago, REALTOR Magazine [published a study](#) by the Demand Institute showing the top ten things that people were looking for in a new home. They were:

1. Very energy efficient with lower monthly utility costs
2. Requires little or no renovation or improvements
3. Has an updated kitchen with modern appliances and fixtures
4. A home I can stay in as I get older
5. Home is located in a safe neighborhood with low crime
6. Fits my budget, without requiring sacrifices
7. Offers a lot of privacy from neighbors
8. Has a lot of storage space
9. Has a good landlord that is responsive to maintenance requests
10. Is a good long-term investment

Obviously, this list applies to renters as well as buyers. But if you remove

the landlord consideration – which applies *only* to renters – a full 1/3 of the remaining 9 factors (2, 3, & 8) fit squarely into the “aesthetic” sphere.

(By the way – like I mentioned last month [if you missed it you can find it [here](#)] – closets [number 8] are increasingly important.)

Some factors on the list are sort of hybrid. For instance, you can partially address the privacy concern with fencing and landscaping. Installing insulation helps with energy efficiency. And a concern about maintenance isn't confined to renters – you'll set your buyers' minds at ease by making your home appear well-cared for.

You might even consider sweetening the pot by offering to pay for the first year of a home warranty. But that's a subject for a future issue of *Harmonious Home Adventures*. We'll cover it in detail in an upcoming issue.

Most of the factors in the study are things that you have some control over. Satisfying those that appeal more to what your buyers *want* than what they need may clinch your sale.

And On Top of That

Last year, the National Association of Realtors [profiled home buyers](#). There is a lot of fascinating information in this report.

Three of the most interesting items are that 1. buyers are getting



older, 2. more buyers are single women, and 3. sales of new, as opposed to existing, homes is down.

This means: 1. More buyers have experience with home ownership and are more likely to know what they *want*. 2. At the risk of stereotyping, women are typically more attuned to aesthetic appeal and they are a larger share of the buying pool. 3. Your existing home is a bigger piece of the market.

The opportunity is there. Give your buyer what they want and you'll come out ahead of all those other properties that just meet their needs.

Next month - more adventures in the world of real estate sales, staging and redesign. Until then, remember - 2018 is the year you're going to *love where you live!*



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ABOUT DEBRA

Debra's experience in home renovation, staging, styling, and redesign sets her apart from the crowd in the Fort Worth area real estate market.

- Creativity to re-imagine existing spaces for broader appeal.
- Vision to see opportunities where others see problems.
- Insight to know what buyers are looking for.

Debra doesn't just listen - she empathizes.
She matches buyers to spaces.

Debra doesn't just sell property - she maximizes potential.
She helps her clients find *harmony* in their lives.

You can - and should - love where you live!



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