

Set the Stage for a Sale

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*Secrets to make your city dwelling irresistible,
attract home shoppers, and sell fast in any market!*



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Why do some properties sell fast, while others languish unsold, price cut after price cut? What motivates home buyers to buy for top dollar, even in today's tough market? The moment a property hits the market, home sellers have a narrow window of opportunity to appeal to home shoppers, generate traffic and achieve the sale. Engaging shoppers and getting them to a fast decision is far more complex than just sprucing up and adding a little dcor. Unlike other books on home staging, Set the Stage for a Sale offers rare insight into home shoppers' emotional and rational buying triggers, in-depth analysis of successful marketing approaches, advice from bestselling author Paco Underhill, color and storage experts, and over a dozen top real estate professionals, as well as all the hands-on secrets to turn home shoppers into home buyers. Home shoppers are spectators before a stage: your home. Setting that stage is the most powerful marketing tool at your disposal to beat the housing slump.

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