

For immediate release

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What Does it Take to Sell a Home in Today's Buyers Market?

Recent findings by the National Association of Realtors reveal that only one of every 15-20 houses for sale finds a buyer in today's market. Add the fact that it takes 20-22 showings to sell a house and it's easy to see how discouraging the current real estate market can be for today's sellers.

Is there anything homeowners can do to improve the odds when the time comes to list their home to sell? Diane Keyes, experienced home staging professional and author of *This Sold House*, says there is.

"Appearance is everything today. Current home buyers are not interested in 'as is' properties, where a little sweat equity will build them a nice nest egg—they want to buy homes that are turnkey ready.

"Nearly 90% of buyers choose the homes they visit based on the houses they see for sale on the Internet. Your home needs to be visually appealing online before buyers will schedule a showing. Unfortunately, how a house looks in person is not necessarily the same as how it appears on a computer screen. If not well-staged, even beautifully decorated homes can look busy or unattractive in online photos."

However, Diane contends you don't have to hire a home stager or spend a fortune to make your house look more appealing to buyers. With a little instruction, like that provided in her home staging book, anyone can make the changes that will help their home sell faster.

"The best staging relies as much on psychology as on decorating. My combination of quick, easy, low and no-cost decorating and staging tips, along with helping sellers understand today's buyers, can give sellers the edge when they're selling a home. *This Sold House*, has everything homeowners need to make these sale-producing changes for themselves. And there's absolutely no decorating savvy required!"

Jean Steffend, host of HGTV's *Decorating Cents*, agrees. "My family spent over a year trying to sell a home. If I'd had Diane's wisdom to call on, we might have saved ourselves money, time, and a fair

amount of anxiety! If you want to dive into the real estate pool, consider *This Sold House* a life preserver!"

About the Author

Diane Keyes has helped home sellers stage their home since 1986. In addition to her private consultations, she teaches classes for realtors throughout the Midwest. This September she will be a presenter at Minnesota's largest annual Realtor Expo, hosting realtors from six states. She also offers many community education classes in various Twin City locations. Keyes is also the author of the best-selling children's book *Spirit of the Snowpeople* (Down East Books).

About the Book

This Sold House (Third Child Press) is available online at amazon.com or at www.thissoldhouse.biz. Diane is also available for personal consultations, or for teaching classes; 651-484-3603

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