

Selling Your Charlottesville House & Making a First Impression: It's No Time for Secrets!

If you've learned to skip past onscreen click-me's with hyperlinks reading, "**Top 10 Secrets**" or "**Best Kept Secrets of the Pros**," you can usually rest assured that you've saved yourself some time. No matter whether the long-hidden secrets deal with diet tips, shopping discounts, or travel destinations, nine times out of ten the real secret turns out to be the agenda of whoever is promising the "secrets."

When it comes to selling a house—here in Charlottesville or elsewhere—let's face it: there aren't a lot of secrets left out there. Since selling a house is the professional focus of more than a million of us REALTORS® (and since we're a communicative bunch), it's hard to believe that many sure-fire selling gambits have eluded discovery.

That's why, when I stumbled upon a cable channel website's "**10 Best-Kept Secrets for Selling Your Home**," I was more than a little startled that there were *ten* of them left.

The countdown's initial secret (#10: "**pricing it right**") confirmed my (and probably everybody else's) suspicion that the remaining nine would offer few surprises—but in the spirit of discovery, I clicked onward, anyway. Soon more secrets, like **maximizing area lighting**; **hiring the right agent**, and **avoiding expensive remodeling projects** had seen the light of day. The rest of the secrets are so well known I needn't go into them—but there *was* one with phrasing I hadn't heard before. It was *Selling Secret #1: "The first impression is the only impression."* I will take that statement even further by saying that *first impression* is made online so make sure that curb appeal is present in your listing photos and video!

The text explained that if the exterior of your property isn't an immediate hit, "no matter how good the interior of your home looks," your goose is cooked "because you never have a second chance to make a first impression."

Sure, it's happened that buyers who have been put off at first by some facet of a home's exterior have gone on to fall in love with an inviting interior. Experienced Charlottesville agents know that first impressions are sometimes countermanded by stronger second impressions.

However, in the vast majority of cases, there will be no second chance. First impressions matter, and unless the home is priced and marketed as a "fixer" or other "upside potential"-styled listing, it will be well worth the effort for the seller to focus efforts on all the sensory aspects that go toward creating that first impression.

In the meantime, if you plan on selling your own Charlottesville house in the upcoming months, it's out in the open that the right agent will be one whose "secret" is a wide-reaching marketing plan combined with organization and persistent effort. Give me a call to discuss your goals!



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SETH BATTON

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living.

I'm an Accredited Buyer's Representative (ABR) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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