

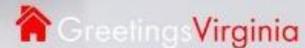
How to Add Up to **\$60,000** Value to Your House



With Dan Rochon

Whether you're selling in 3 months
or
you're planning to live there
forever.

GreetingsDMV.com



Top Dollar Secrets Special Reports

We prepared a collection of **Special Reports** to help you take the ideas from the Webinar and add up to \$60,000 to the value of your house and to sell your house for Top Dollar.

Want all or some of these reports?
Contact our team (Dan@GreetingsVirginia.com)
and let us know which of them
you're interested in and we'll send them to you.

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Welcome Letter

Thanks for taking the time to join me for my Top Dollar Webinar. As you saw during our conversation, we have a collection of resources that can help you turn these ideas into action.

We want to help connect you with the RIGHT resource – whether it’s the “Curb Appeal” checklist or the “Community Overview Guide” or it’s the report on how to use the equity in your home to finance the improvements that can help turn your house into your dream home, refuge.

I invite you to contact my team and ask for any of the resources that you need. They’ll be happy to share with you.



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Top Dollar Next Steps	
Selling 360°	✓
Smart Fix-Ups	✓
Staging	✓
Marketing & Prospecting	✓
Advanced Negotiation	✓

Special Reports	Special Reports
Curb Appeal Checklist	“Show Your Painter How to Make Magic with Carpet & Paint”
Value over Investment Calculator	“Key Upscale Opportunities for a LARGER Budget” guide
Model Home Staging Guide	Bathrooms and Kitchens Guide
Psychology of Buying Principles	“Evaluating Whether You Can Open Your Floor Plan” guide
Seasonal Enhancements List	“Ways to Finance Improvements in your Home” guide
“Buying Frenzy” Checklist	Home Value Improvement Team - Guide to Dependable, Vetted Resources

“Show Your Painter How to Make Magic with Carpet & Paint”

After curb appeal, the most important, high value “Smart Fix Up”™ you can make is through carpet and paint.



Excerpt From Dan’s “Top Dollar Secrets” Interview:

INTERVIEWER: All right. So we’ve taken care of the curb appeal of the house, the things you described as deferred maintenance – the places where maybe it wasn’t lovingly maintained. What are some other things that you recommend people do to move their house into that top dollar range?

DAN: First of all when we talk about the Paint, we understand that when you paint a property then it becomes a home.

What's in right now is what I call “Greige” and it really is a mixture of grey and beige. It’s a really subtle tone. It’s very “in the background”. And then bright white trim for the baseboards, for the window sills, for the doorframes.

So you have this this greige in the background and then you've got the bright white that goes around the trim and the doorframes.

When you can in the back of the closet you're going to paint that white as well ...that way you’re able to extend the room. So if the closet door is open and you've got this greige going around the walls and then you've got in the background, you’ve got an extender in the back of a closet.

If you have a sunken place beyond the fireplace you're going to paint that a lighter color than the rest of the walls.

And what that's going to do is it's going to have a visual appeal so that when you're in the room it seems larger.

And that's what we want to do.

It goes back to the way that we're staging the home... we're staging it with smaller furniture with minimal furniture so that the home... every single room in the home seems large.

So those are some of the tricks or some of the techniques that can be utilized.

