

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.

© 2018 – Greetings DMV - www.GreetingsDMV.com – Dan@GreetingsVirginia.com

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.



Dan Rochon
Greetings DMV.com
703.562.1788 - Dan@GreetingsVirginia.com

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

Psychology of Buying Principles

One of the best things that we do for our clients is putting our knowledge of buying psychology to work so that we can have our buyers create a Buying Frenzy and make a Top Dollar offer.

Excerpts from Dan's "Top Dollar Secrets" Interview

Think about what motivates people....

You're either moving away from pain or you're moving towards pleasure. I want to move towards that whatever is important to you -- being with my family, taking that trip or whatever the case may be.

And when you're moving away from pain, it could be "oh I'm going to lose that house."

So if you've ever been to an open house before and there are 25 people in an open house, you're much more motivated because you have a fear of loss and you want to move away from that.

So what we understand is moving away from pain gets people into action quickly.

It's not sustainable...what's sustainable is when you're moving towards pleasure.

How do we do that in the sales cycle in our negotiation?

That is what we're talking about when we say "Advance Negotiation". It's about understanding the point in the sale cycle when somebody is in an emotional state, when they'll be able to move into action quickly and make that the time when they write that offer.

So we get them to move away from the loss of potentially not getting that property and moving them into action quickly and that's ultimately what we want to do.

But then once we get them under contract negotiation, the process doesn't end there because now we have to keep them committed.

Now we're moving them towards pleasure -- We want to see their future. We want to see them raising their family and their kids going school. We want them to have a vision of other children coming over to the cul de sac to play basketball right?

And the advance negotiating piece of it is that we negotiate in that emotional state, when they're prepared to take action because that's the highest state that they could possibly be at and that's when they're going to want to write an offer that is going to get accepted but that's going to also provide maximum benefit to the sellers.

Advanced Negotiation

Psychology of Purchasing

- Moving towards pleasure
- Moving away from pain
- Deferred maintenance
- Low investment – you’ve improved the value, moved buyer TOWARDS buying decision, not away from buying decision



Advanced Negotiation

Removing Speedbumps on BUYER DESIRE MOMENTUM

- Willingness to spend more money accelerates along with Buyer Desire
- Remove the items that slow down Buyer Desire Momentum, add items that accelerate Buyer Desire Momentum
- Picket Fence – Accelerator
- Chain Link Fence – Speedbump



Advanced Negotiation

Putting the Buyer’s Subconscious to Work

- Buyers aren’t going to know why they’re being repelled
- Home
- Language
- Awesome – I want to live there



Advanced Negotiation

6 Ways to Get to YES!

1. Reciprocation
2. Commitment/Consistency
3. Social Proof
4. Liking
5. Authority
6. Scarcity