

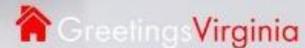
How to Add Up to **\$60,000** Value to Your House



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

Seasonal Enhancements List

One of the best things that we can do is identify the element of your home or community that might have a seasonable impact, that is, the pool or the fireplace or the parks (in the community) that are going to accelerate the buying desire if they are seen by the homebuyers in the right light.

And then we both enhance and amplify those elements AND modify our listing strategy and schedule to take advantage of them..

From Dan's "Top Dollar Secrets" Interview:

Dan: if the property does already have an in ground pool, the timing of the listing is very, very vital.

For example, you don't want to list that if you can help it in the middle of winter when it's 9 degrees instead. You want to list it in the middle of August when it's 102 degrees. You have a very, very small window for when that is going to be very appealing...maybe about two months. So you have to be smart about the way that you're the timing of the listings.

Interviewer: Does that same thing apply to a sun deck or does that same thing apply to a fireplace?

Dan: What we're going to do is something to accommodate the season. So for example when you're showing the house in the winter and it's cold out, it's 9 degrees out, if it's the gas burning fireplace you should definitely have the fire going. You have to make it comfortable, cozy, appealing.

If you think about that for a minute you know that's a refuge. You're running in from that, from the 9 degrees outside. You come into the to the home and there's that nice lovely fireplace burning right. And it's like "Oh my goodness, I can see me taking off my wet shoes and sitting in front of a fireplace and really enjoying this. So again it's about showcasing the amenities of the home for the season.

In the summertime you're going to want to make sure that the umbrella, the barbecue with the deck chairs and the umbrella open and you're going to showcase that so that people can see it.

We really want to have the homebuyer envision themselves as the homeowner of that property.

Seasonal Enhancement List:

- 1) Fireplace
- 2) Fire Pit
- 3) Pool
- 4) Deck
- 5) Barbecue
- 6) Adirondack Chairs

Advanced Negotiation

Timing of the Listing

- Inground Pool
- Small Window where specific features have greatest appeal
- Other elements that affect the timing of the listing
 - Fireplace
- Creating a Refuge
- Showcase the Amenities of the Home For the Seasons



Advanced Negotiation

Which Appeals More to You?

