



Tips To Get Buyers Buying

Here are ways to increase the likelihood that a house will sell:

1. Build buzz with an open house bash, complete with wine, catered food, live music, and prizes.
2. Take staging to the max with feng shui stagers who improve a home's energy or "chi." Good chi makes potential buyers feel welcome.
3. Help serious buyers with financing by paying closing, costs, paying to lower the interest rate, or offering a lease to own plan.
4. Let buyers sleep on it, literally, by offering them the opportunity to stay overnight.
5. Throw in an extravagant extra like a year's mortgage payments or a big stipend for furniture.