

A FEW WORDS ON CONDITION

We live in our homes in one way; we market them in another. Just as builders recognize that a finished, clean and pleasantly decorated model home enables them to enhance the appeal of the homes they are building; “staging” your home to enhance its appeal will give you a competitive edge against all the other homes on the market.

Spending \$500 in cleaning, painting and making minor repairs may pay you back \$5,000 in a higher sales price and result in a faster sale.

As a professional REALTORS[®], The Benson Team knows which items are cost effective and will pay you back many times over in buyer interest. After you agree to list your home with The Benson Team, we will detail which simple, easy steps you can take to enhance your home’s appeal.

The Benson Team takes the responsibility of *marketing* your home. You are in control of the *marketability* of your home.