

The Sweet Smell of a Successful Sale

Scents and aromas can have a dramatic impact on people's emotions, otherwise, there wouldn't be a multi-billion-dollar fragrance industry!

Don't ignore the power of fragrance when showing your home. Smoke, pet odors, and cooking smells can each dramatically impact how potential buyers feel about your house.

If your potential buyers never form an emotional connection to your home, chances are that they will remain just that – potential buyers.

Don't allow smoking in your house for weeks leading up to showing it, find a pet-sitter for a few days, and clean, clean, clean!

By removing any aromas that might be off-putting and freshening the air in your home, you can actually use scent to your advantage.

Consider doing some baking prior to showings. The scent of fresh apple pie is hard to beat when it comes to creating the atmosphere of a welcoming home!

***TIP:** In a pinch, a mixture of water, vanilla extract, and brown sugar in an oven on low heat can be used to create the pleasing aroma of fresh baking.*

To a certain extent, buyers make purchase decisions based on their emotional response, so it's important to make it easy for them to fall in love with your home. Pleasant smells are one more way to do so.

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