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The Aroma of a Sale - First Impressions

Something about your house attracted you to buy it. You were excited and probably a bit nervous. You envisioned yourself making this house your home. Something appealed to you. Now that you're selling your home, you'll need to look at it as if you were buying it all over again.

A spruced up house makes a great first impression on potential buyers. An attractive property grabs their attention and makes them excited about finding a house that looks and feels well maintained. Because buyers know they'll encounter fewer problems if they buy it, your house becomes more appealing and stands out from the competition. So if you prepare your home correctly, you'll save time selling it when it's on the market.

A good first impression makes an impact on a number of levels. It's not just the way your house looks to potential buyers, but how it feels and smells to them, how their friends and family will react, how they imagine it would be to live there.

With simple improvements throughout your house, you can grab the attention of potential buyers and help them see why your house is right for them.

Scents and aromas can have a dramatic impact on a buyer's first impression of your home. The first thing a buyer does when the door opens is breathe!

Upon entering a home from the outdoors, one becomes very aware of the indoor scent or odor. Don't ignore the power of fragrance when showing your home.



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Immediately, smoke, pet odors, and cooking smells can each dramatically impact how potential buyers feel about your house.

Cigarette, Cigar, Pipe smoke lingers for quite some time and smells worse on clothes to those who are non-smokers. Refrain from smoking in your house for weeks leading up to showing it. Pet odor can also be very offensive and trigger an allergy or asthma attack to a potential buyer. Be mindful of cleaning up after your pet, air out the house disinfect and deodorize with natural products of course, such as vinegar, baking soda, and 20 Mule Team Borax. These products are also natural odor eliminators. Test inconspicuous areas first and read the product labels. By the way, big leafy plants are a natural air purifier.

Once you've removed any odors that might be offensive and you have freshened the air in your home, you can actually use scent to your advantage.

Embrace the opportunity to capture a potential buyer's emotional connection to your home with either a favorable scent or neutral scent. Chances are it will leave a lasting impression. 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. If you prefer a clean and refreshing spa scent, use a tea light candle in a ceramic burner to heat natural peppermint lemongrass or eucalyptus oils or a combination of your choice.



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(They can be found in your local whole foods store.) 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.

Call or contact us via email for a [Free CMA](#) (Comparative Market Analysis). We would love to help you sell your home efficiently.



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