



# A House is NOT a Home

**Your home is not for sale, but your house is!**

## Congratulations!

You've made the decision to sell your house! You will soon realize that now is the time to prepare yourself to move into the marketing mode because you will soon be presenting your home to your market... the home buyer.

## Getting Mentally Prepared

- Your home has become a product. It can be difficult to think of a home as a mere product, but it helps to do this in order to get top dollar and sell it in a reasonable amount of time.
- That product is your house. Your home will become the new residence you choose—how exciting!
- You want to sell that product.
- As with any product for sale, your house will have to be marketed.
- Before you can market it, you must determine how you will package it.
- You want to package your house so that it is attractive to customers (in this case, the home buyer) because you want them to choose your house and not the competition.



To gain an edge in your marketplace, you must be priced right and look better than the competition! The best, proven way to package your house and gain that competitive edge is to...

# STAGE IT!

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