

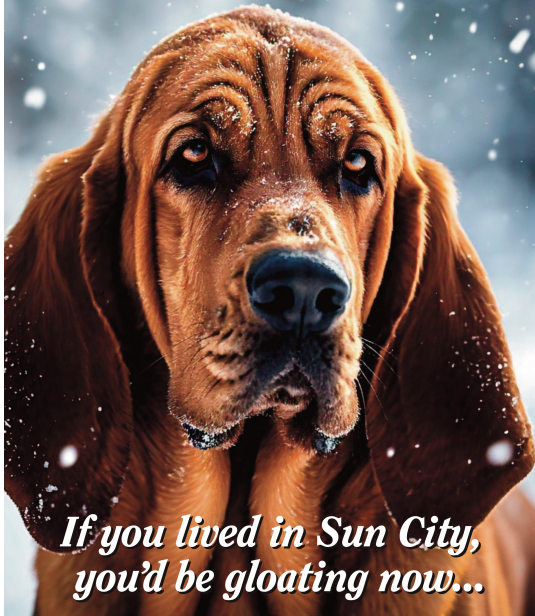
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WINTER IS AN INTELLIGENCE TEST



*If you lived in Sun City,
you'd be gloating now...*

Delivering that 'new-in-box' experience to home-buyers: **The five stages of staging your Sun City home.**

Looking for a question that answers itself? Try this one: Does staging work to sell homes? Does freshness move the goods down at the green-grocer's? Is there really anything to the idea of a 'new-car smell'?

Delivering a house that is ready in every respect for its new residents definitely works, but it fell to Steve Jobs to show us *why* staging works: The solemn unboxing of a new toy, very-carefully-boxed, has become a key part of the marketing strategy of new toys.

And marketing new homes, too – big duh. There are no dirty clothes or toast crumbs cluttering up model homes – and they are serviced continuously and cleaned daily. If you're looking for perfect staging, the ideal 'new-in-box' residence, they keep regular hours down at the new home subdivision.

But *our* job is to deliver that 'new-in-box' experience with resale homes in Sun City, many of which are themselves already of retirement age. For the right sum of cash, you can swap in a whole lot of 'wow-factor', all without turning your home into a born-yesterday dentist's office. But with the right kind of staging you can put your best foot forward from wherever you start:

1. **Declutter.** You cannot do this enough, and you will only have finished when you are busily cluttering up your new home. Put away, give away, throw away, rinse and repeat. If you already live in Sun City, good for you: Parks and Sons will haul away almost anything, as much as you can drag out, two days a week. Clutter makes the house hard to see, and it declares that the home is yours, not the buyer's, where you need for them to see things the opposite way.

2. **Deflair.** Flair is the stuff in your home that makes it your own: Family photos, sports memorabilia, religious symbols, etc. It's all moving with you, so pack it all up now.

3. **Deep clean.** Nothing sells houses like clean. If you have no funds, pay for deep cleaning in the kitchen and bathrooms, anyway. Skilled deep cleaners will unearth dirt you didn't know you had – but which the buyer can always find. When they are done, the house will seem to pop – the essence of that 'new-in-box' feeling.

4. **Stage.** Occupied? Make it work with what's there. Vacant? Make *something* work. Everything's a trade-off, and budgetary considerations loom, but your model of perfection is the new model home. Given virtual staging, if your home is vacant you can make do with 'decorator staging' – candles, towels, tchotchkes – on the property.



Home sweet home: There's no place like it – for you and no one else...

5. **Photography.** Yes, the fifth stage of staging happens after the staging is done. You can't do retouching or virtual staging without photographs. What's more, perfect staging doesn't last. People move things. They track in mud or bougainvillea petals. They recluster – incessantly. The MLS listing is where the house will sell, if it is to sell high and fast. The objective of all this staging effort is to get the perfect listing photos that will sell the house as soon as it hits the market.

Don't want to go to all that trouble? *I* do. We can do everything that needs to be done. If you follow *BrokerGregSwann* on Facebook, you'll see me highlighting badly-sold homes, but the tragic part of the story comes when they sell – badly.

Does staging work? Only if you want your house to sell quickly and for top dollar...

There are NO one-and-three-quarter bath homes in Sun City.



If you don't have an inventory of rubber ducks, you may not have any use for a bathtub.

From the end of World War II to the mid-70s and beyond, Phoenix built block ranch homes with shingled rafters. Here and there was a split-ranch, very rarely a basement home. We had learned how to build on slab, so all production builders needed were level lots – and we had a desert full of 'em.

So: Two bedrooms, one bath. Very common at first. Even three bedrooms, one bath and an inadequate wall heater, all in 995 square feet. If you find half-baths in vintage ranch homes, they're likely to be after-market additions. The big luxury upgrade was

the three-quarter bathroom in the master bedroom – toilet, vanity and shower, often in a 6 x 8' closet-sized space.

If you follow me on Facebook, I'll teach you what my competitors don't know...

@GSwannHusbandry of Bloodhound Realty taught me (on Facebook) nearly all that I know.

All homes should be priced in \$20,000 multiples. Price it to sell the first weekend. Disclose all that you should. Presume that 80% of real estate agents are not wise and experienced.

A friend posted this summary of my listing praxis. There's more, but it's not wrong. He's learning. How about you? The best chance a brand new MLS listing has of selling quickly and for top dollar is for everything to be perfect on Day One: Staging, photography, marketing copy and – especially – the price. If a home is priced wisely and well and marketed with panache it will sell on the first weekend. Get any part of that wrong, and you could be in for pain – and a long wait. Follow *GregSwannBroker* on Facebook and I'll show you how to make Sun City houses evaporate.

Builders put up *zillions* of these homes, all across the Valley of the Ever-Fecund Sun: Three-quarter bath in the master, eventually with extra space and other luxury amenities, and a 'full' bathroom in the hall. What a 'full' bathroom meant was a tub but not a shower. Babies, toddlers and children need bathtubs, so the kid- and guest-bedrooms have access to the tub.

Much of Sun City was built just this way, three-quarter in the master, sometimes with the vanity out in the bedroom, and a tub-bath in the hall. A very common after-market upgrade was to convert the latter into a shower-bath; if you have to duck to rinse off the shampoo, you found one.

But given that the distinction between a two-bathroom home and a one-and-three-quarter is ultimately academic – where the true 'full' bath is substantially less useful than either a shower or a shower-bath – I plan to ignore it altogether, going forward.

In other words, in my listings if there are two places to bathe, that's a two-bathroom home. The inspector or the appraiser can quibble, if they choose, but if they actually look at the photos in the comparable listings, they'll see that the two types of bathrooms are continuously conflated. The way to search is from 1.75 to 2 bathrooms, to catch everything, and the way to list is to not get bogged down over functionally-equivalent amenities.

Your home is your savings. Let me show you how to get more for it.



Sun City real estate listings start high, sell slowly and close low. Over and over again.

There's a better way of doing things: Marketing for the highest, safest, soonest offers – so you get the most money you can for your home in the fastest possible time.

I'm Greg Swann, a long-time West Valley real estate broker.

I can get more money for your home faster – and I have the stats to prove it.

And: I am the hardest-working listing agent you will ever work with, and I will be happy to prove that, too.

I love living and working in Sun City, and I love helping my neighbors hang on to the value of their homes. I want to be the champion of your equity. Call me, and we can talk about how I can keep your money in your pocket when you're ready to sell.

Call today: 602-740-7531