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Job ID #:

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**Landing/home page:**

## **Selling a house is like building a house – You need a blueprint for success.**

***Don't make the mistake that most home sellers, especially first-time home sellers, make when putting their properties on the market.***

If you're planning to sell... and planning to call a real estate agent first, then you're making that mistake. Don't.

If you'd like to sell your house 50% faster and put up to 10% more in *your* pocket, a real estate agent should not be your first call. And if you'd like to reduce the stress of selling and moving, you need a blueprint. With the right plan, you'll avoid the frustrations and horror stories you've heard about selling and still have time to devote to your family, career... and your life.

**First Impressions has exactly the proven plan you need.**

Home staging is not about "making a pretty space." It's about effectively marketing for a sale that meets your needs – a sale that lets you move on to your new space faster and with more money in your pocket.

Did you know that buyers form an impression in less than 15 seconds? It's critical to get them to say "Wow!" when they walk in the door. It has nothing to do with your style or taste. It has everything to do with enabling buyers to see themselves in your house... and making the offer you want.

Let's face it: Your house has been your home, and it may be difficult to detach from it. That's where First Impressions shines. We offer home sellers throughout the Lehigh Valley and Poconos, the tips, tricks and techniques you need to see the house from the buyer's perspective and to create a must-have gem. In fact, our 7 Step

*Tammy came to our home to give us some pre-planning advice. She very efficiently told us what needed to be changed, or corrected and what needed to be enhanced and what should be left alone.... Tammy's tone was never threatening nor condemning, but always upbeat and positive. The hints that Tammy gave us were fantastic.*

<Realtor Name>  
Associate Broker  
Real Estate, Ltd.



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Solution is the blueprint you need to get the price you want.

First Impressions will highlight your home so that it stands out in the market, and that's critical in today's highly competitive landscape. Whether it's time to move up or down size, call First Impressions first. We'll transform your home into one that makes an ideal first... and lasting... impression.