



TIPS FOR HOMEOWNERS

Expert Insider Tips To Help Sell Your Home

(NAPSA)—Experienced real estate salespeople know that one easy way to make top dollar when selling a home is to improve the way it smells.

“The top two reasons people are immediately turned off when viewing a home are sight and smell,” said Mark Seiden, a top agent who sold more than \$47.5 million worth of homes last year alone. “Believe it or not, many houses lose thousands of dollars because of bad smells, especially pet, smoking and cooking odors that tend to linger.”

The way a home smells can have a direct impact on the prospective buyer’s overall perception of a house, even before they’ve viewed the entire home. A pleasant fragrance makes a home warm and inviting, making prospective buyers feel more comfortable.

Seiden recommends the fresh, clean smell of lavender (which can help evoke feelings of calm and serenity) and anything “cheerful” and crisp (known to help lift spirits).

For example, the innovative Air Wick® Decosphere™, which lasts six weeks, comes in such soothing fragrances as Lavender & Freesia, Jasmine & Kiwi, and Papaya & Mango.

“It’s colorful and decorative, so it’s nice to display,” says Seiden. “I prefer using Air Wick products, because they can be found in any drug or grocery store and can be purchased for under \$5, an inexpensive way to help sell your



A Decosphere’s soothing fragrance can do more than make a home inviting—it may increase its resale potential.

home for every penny that it’s worth.”

If unpleasant lingering smoking odors are a problem, try using a fragrance that neutralizes bad air instead of covering it up, such as Air Wick Tobacco Odor Neutralizer Scented Oil.

Doing so can increase the chances of impressing prospective buyers with the care you take of your home—thereby making them more likely to buy than just look.

When selling your home, knowledge is key, being prepared is a must, and remember a nose knows a good thing when it smells one. For more tips from a top expert, visit www.homeman.net.

For information on Air Wick Air Fresheners and consumer savings, visit www.airwick.com.