
STAGING & ENHANCEMENT GUIDE

How to gain a real advantage in selling your home!

Property enhancement will help sell your home

Home sellers always want to get the highest price possible for their property. Observing that brand-new homes sell briskly, in good times and in bad, Neal Hribar realized how much buyers are drawn to clean, fresh, contemporary surroundings. "Everyone likes a fresh new home, and an existing home in good condition will also sell quickly and for a top price," says Neal.

With that in mind, he developed the most comprehensive property enhancement program in the industry with the goal of presenting sellers' properties at their best . . . just like new homes. While some buyers will always want to buy a brand-new home, others prefer an existing home, if it's in immaculate condition. They appreciate living in an established neighborhood with a larger lot and mature landscaping.

Property enhancement is a good investment

Neal goes all out to present his sellers' homes at their best at a minimum cost. He strives to create a pristine, model-home look in all his listings. "I encourage sellers to do what it takes to make a home look fresh and inviting." The staging service is FREE.

Obviously, he wants to spend the least amount of money to accomplish the desired results. "Most fix-up costs are surprisingly reasonable, typically less than \$2,000," says Neal. He estimates that every dollar spent on fixing up a property will return two to three times the seller's investment. "That's a great return on investment plus the home sells quickly!"



A fresh approach makes your home more appealing

Neal understands that we get used to the imperfections in our own home. By bringing a fresh eye to the situation, he deals with things that might detract from a potential sale. He developed this sense for detail while building and remodeling homes during his long career. Also, Neal learned what items typically need repair after reviewing many hundreds of home inspection reports.

Less-experienced agents often lack the confidence to bring up the topic of home enhancement with their clients. Neal believes that property enhancement is a critical part of being a real estate professional and not discussing it is a real disservice to his clients. "Sellers pay big commissions to sell their homes. Without performing property enhancement and repairs, homes take longer to sell and they sell for lower prices," he says.



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Sellers see the advantage of enhancement

Neal's clients are usually excited about his enhancement program. In fact, many people select him specifically because of the extra effort he puts into preparing their homes for sale. Ironically, clients tell Neal, "Our home never looked as attractive as it does now that you've enhanced it to sell."

Your home is artfully enhanced hassle-free

After listing a home for sale, he draws up a list of recommendations and a budget to help the property sell quickly and for the best price. Typical suggestions might include:

- ✓ Detailed professional cleaning
- ✓ Touch-up painting inside and out or sometimes repainting completely
- ✓ Pressure-washing the exterior
- ✓ Professional window cleaning
- ✓ Hiring a handyman to make repairs
- ✓ Re-grouting or re-caulking tubs, showers and counter tops
- ✓ Adding or removing window coverings
- ✓ Cleaning, re-stretching or sometimes replacing carpeting
- ✓ Cleaning the garage to eliminate unwanted items
- ✓ Landscape detailing, especially adding color and fresh mulch
- ✓ Removing tinting from windows to allow maximum light inside
- ✓ Storing collections & personal items which might detract from the home
- ✓ Replacing old ivory electrical switches and receptacles with new white ones
- ✓ Replacing burned-out light bulbs and adding new fixtures where needed to brighten rooms



After the seller has reviewed and agreed to the list, Neal will schedule and supervise the work, making sure it is done to everyone's complete satisfaction.



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A staff of professionals will transform your home

Neal has assembled highly-trained professionals to help transform his listings. The key is to create a desirable and spacious environment with aesthetic appeal. Neal brings in a home stager to advise on rearranging, storing or adding furniture. They will suggest when certain personal collections or other distracting items should be packed and stored. The staging service is FREE.



Neal's painters are skilled at matching existing wall paint so that most homes can be touched up at a fraction of the cost of complete repainting. A sheetrock repair person can tape bad joints and repair holes, cracked corners and other defects quickly so that they virtually disappear.

Neal's cleaning crews are hard-working professionals who have a set routine. They focus on the baths and kitchens and do the things that regular house cleaning often misses. Clients are amazed at the difference after Neal's cleaning people have finished their work.

Yards and gardens are an important part of our Southern Oregon lifestyle and Neal works with landscapers who know exactly how to enhance the yard. The grounds are cleaned and pruned, overgrown trees and shrubs are trimmed, the irrigation system is repaired, and lawn areas are renovated. Finally, new shrubs, color and mulch are added to create an appealing landscape.

Neal utilizes a couple of handymen to make repairs. Because repairs are completed up front, Neal's listings sail through the buyer's home inspections, building buyers' confidence.

Now you can take advantage of Neal Hribar

With many years of experience selling residential real estate, Neal Hribar has earned a reputation for handling properties that show well. Other agents have learned that Neal's listings are always sharp and they're eager to show them to their buyers. Neal sells more than 90 percent of his listings during the listing period and his listings sell within 2 percent of the list price . . . or higher. His listings typically sell in less than 30 days. He attributes these accomplishments directly to his property enhancement program.



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STAGING & ENHANCEMENT STORIES

Here are comments from some of Neal's satisfied clients

"You sold our home, even though the real estate market was slow. Your keen eye, property enhancement expertise and your analysis of the market is what made it possible."

- Greg and Jean Wilt

"Thanks for your careful advice in preparing my home for sale. It sold to the very first party that looked at it!"

- Vern Glomb

"My home had been shown by another office for three months before I listed it with you. Your property enhancement really made the difference, and my home sold quickly after the work was completed."

- Howard Cornell

"Your ideas on how to enhance the property were good. Bringing in plants and pictures was an excellent idea and made it show at its best."

- Grace Alquist

" Our home had been on the market with another agent for six months before we decided to list it for sale with you. You helped us make the difficult decision of adjusting our price and your property enhancement really made a big difference. We received three offers and sold our home for full price."

- David Glendenning & Cathi Moretti

"You were very creative in all the things you did to make our home show its best. The workers were lined up and it was ready for market in less than 2 weeks. The people you brought in for the small repairs were very professional and we can see they are an important part of your success."

- John Coffey & Tobi Karchmer



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Here are some of Neal's property enhancement success stories

A single father of two young boys was recently transferred to the East Coast. Neal recalls, "He chose me to sell his home over three other agents because I was the only one who discussed property enhancement." Neal supervised a thorough cleaning and touch-up painting, redecorated the interior and had the huge yard detailed. The property sold within 70 days, at a higher price than the corporate relocation company's buy-out offer.

★★

A couple, who were new-home salespeople, were relocating to Texas. They were experienced sellers and had already done 80 percent of the work to prepare their home for sale. Neal drew up a short list of the remaining items. Once these tasks were completed, the property sold within six weeks.

★★

Another client was a single mother and businesswoman whose busy career had taken priority over her home. She bought a brand-new home and needed to sell her townhome fast. Neal had the sprinkler system repaired and the landscaping renewed. The home was deep cleaned, touch-up painted and minor repairs were performed. He and his designer stored extra furniture, added artwork and plants. The client received multiple offers within two weeks of listing and it sold for full price.

★★

Neal is not afraid to take on bigger projects, when a home requires more extensive work. A family buying a large home from Neal needed to sell a vacant property for their down payment. It had not been lived in for several years and was very tired looking. Neal had the interior completely painted, new carpeting installed and the landscaping restructured. The work was completed in two weeks and the property sold on schedule, just in time for the owners to close on their new home. They were so pleased that they selected Neal to sell two other properties.

★★

A home had been "for sale by owner" for several months. The location was a difficult one, on a busy street and the home needed a lot of work. Neal helped the seller select new carpeting and vinyl flooring at the best price, and had the interior walls and exterior trim painted. The total cost was \$7,500, which Neal advanced the seller on a short-term loan. The house sold and closed within 60 days.



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