

# Top 10 Creative Tactics to Sell Your Home



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## Introduction:

Selling your home in today's real estate market can be a real challenge, especially as the over supply of inventory provides buyers with more options than they can shake a stick at. As a bare minimum you need to utilize the assistance of industry professionals, however on occasion this just isn't enough. It often takes more than traditional methods to attract buyers and some sellers might be willing to really go the extra mile. I've included the **top 10 creative tactics** that you and your Realtor might want to consider in order to get the job done! Let's get started

### 1 | HOST A MEGA OPEN HOUSE

Open houses are the norm when selling a home, but why not up the ante on the open house by offering wine, catered food, **live music and prizes**. A fancy shindig could start a buzz on your property and make your home memorable.



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## 2 | EXTREME HOME STAGING

It's well known that staging your home can help it sell faster. You could always take the staging a step further with an ancient Chinese philosophy. Feng shui stagers rearrange the elements of a home to improve its chi, or energy. Good chi makes potential buyers feel more welcome. More welcome might result in **more offers, YAH!**

## 3 | PROVIDE FINANCING

Many people who want to buy a home can't qualify for a standard mortgage right now, so sellers can offer a helping hand. Sellers have a few options when it comes to assisting buyers with financing, including offering lease-to-own deals, offering financing themselves, paying for closing costs or paying for points to lower the interest rate.

## 4 | OFFER EXTRAVAGANT EXTRAS

In the past, a free big-screen TV was enough of an incentive to get your home noticed. Times have changed, and incentives are becoming more and more substantial. Sellers are throwing in all kinds of goodies, like **free cars**, vacations, pricey home upgrades and monetary incentives like a year's mortgage or a furniture package. One woman in Florida is even offering herself as an incentive -- she hopes to marry the man who buys her home.



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## 5 | KEEP THE FAITH

Burying statues or medals of St. Joseph in the earth is a tradition that dates back hundreds of years. Most recently, home sellers have been burying the patron saint of family and household needs in their yards to help their **homes sell faster**. Thousands of sellers swear that a little divine intervention helped them get a sale. You just never know.

## 6 | MAKE YOUR HOME THE GRAND PRIZE

You may have heard this one before. After conventional methods fall short, some sellers are holding raffles and essay contests and giving their homes to the winners. This method is sure to draw attention, and that might be all you need!

## 7 | LET YOUR HOUSE DO THE TALKING

After taking the traditional route of putting a For Sale sign in your front yard and placing an ad on Realtor.ca, try some hi-tech advertising. The Talking House radio transmitter allows you to record a customized message about the features of your home. Potential home buyers can **tune into a radio station** to hear this message as they drive by your house. Bet you hadn't heard of this one.

## 8 | GO TO THE AUCTION BLOCK

Auctions are no longer just for foreclosed homes. Sellers looking to sell their homes quickly are choosing the auction route. Keep in mind that the total costs of auctioning off a home is often more than the costs of selling a home through an agent.



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## 9 | GET **WEB** SAVVY

If the traditional method of selling your home through a real estate agent isn't enough, you may find an alternative process for selling your home on the internet. Some sellers are auctioning off their homes on eBay, while others are swapping properties over the Internet. Not so sure that's a great idea...

## 10 | LET BUYERS **SLEEP** ON IT

For serious buyers who are on the fence about buying your home, let them sleep on it -- literally. Would you be willing to allow buyers to spend the night in your home and allow them to get the **full experience** of living there? (Not sure I would) However, a trial run could be just what they need to sign on the dotted line, although I'd definitely suggest some vetting first.



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So, there you have it, the **top 10 creative Tactics** to sell your home.

OK, let's be honest, there's not many people that are prepared to attempt these drastic and somewhat bizarre methods. None the less, it is absolutely vital that your Realtor gets the creative juices flowing in an attempt to be different, especially during a buyers market. When inventory is high, you need to be able to stand out from the crowd, raise your hand and say - **BUY ME!**

If you would like anymore information or advice on selling your home, please get in touch. I'd love to help!

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