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These are a few of your favorite things

7. What I Love About My Town/Home

Many of the buyers that I work with like to spend a few minutes walking around the house and getting the “feel”. They often wonder out loud and muse about the owners and the history of the home. Buyers love to learn why you have enjoyed living in your home. Your community is also important. Providing a narrative about why you love your home and community is a powerful marketing tool. This kind of information helps buyers picture themselves in the home. When talking about where your community mention the convenience to major highways, a great shopping center, a favorite hotspot for the neighbors or the place you love to get your morning coffee. Is there a nearby park or playground within walking distance?



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