



the good

# the **Laws** of Attraction

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PHOTOS BY KIM KEITH

“Think of what you liked about the house when you bought it and have faith and be patient with the process.”

When selling your property, there are three main areas to take into consideration: who is selling your home, how it is photographed and what are the best words to describe it. Marketing your house properly is the key to a successful sale.

First, make sure a licensed realtor is representing you. Only licensed realtors are permitted to list houses in real estate magazines. Realtors create budgets and marketing plans based on the fee of the home they are selling. According to Mark Stine, president of the Board of Realtors in Steamboat Springs, “Most real estate agents have licensed assistants with marketing and advertising backgrounds.” If they work without assistants, they’ll often turn to advertising agencies to create a concept for the house they are selling. Stine offers a few tips for positioning your house, “Think of what you liked about the house when you bought it and have faith and be patient with the process.”

The next step is photography. The value of a powerful picture cannot be overestimated. Images catch the eye and pull buyers in. Local photographer Kim Keith suggests you hire a professional, but if you don’t, she provides a few tips on page 93.

The last factor in selling your home is the copy, or text. Using phrases like Views, Views, Views, sounds like you are selling a used car

the bad and the ugly



# the good



and not a home. If you have views, you want to mention that right away, but say it one time. Choose words with sophistication and intrigue. Think about the unique qualities of your home. Focus on the positive aspects. What lifestyle is your house suited to? Is it close to the ski mountain? Are there hiking trails nearby? Fishing opportunities? Play up the most enticing details.

Giving your house personality can help others to relate to it. What kind of character does your house have? Some popular words that bring up feelings of beauty and serenity are: legendary, pristine, secluded, elegance, luxury, solitude, dream house. Words that should be carefully weighed before using them are 'Charming' which can indicate cozy or small. Nostalgic can make your home sound old. Nice is a very bland word, which means you can't think of anything better to say about it.

With limited space in which to attract potential buyers, maximizing your best assets will give you the best return on your investment. Think about who would want to live in your house and why it would appeal to them. With guidance from a licensed realtor, professional photographer and copywriter your house will be sold in no time.

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When photographing the exterior of your home, shoot early in the morning or late in the evening when light gives added warmth.

To avoid any skewing of the image, position yourself level with your subject.

Take an overall shot of the exterior as well as close-up details of the craftsmanship. Start wide and move in.

For interiors, you need lighting equipment to set the mood. Using an on-camera flash floods the picture with light; instead use splashes of light throughout the scene.

Make sure the house is tidy and uncluttered – remove all personal pictures, religious and political effects. When personal effects are visible, buyers tend to remember the family and not the home.

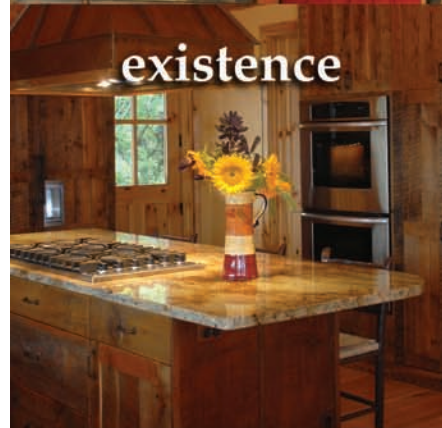
If you are selling land, or are concerned about how your house will show, consider photographing lifestyle images. For example, if you are selling a ranch, shoot the wranglers rounding up horses, or a horseback rider silhouetted by a sunset.



**lifestyle becomes**



**the entrance to**



**existence**

**Photography & Copywriting**  
Visual & Verbal  
Servicing Commercial Clients

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