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A New Way to Increase Your "Sold" Signs

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Need some new ideas?

In a tough market, just how do you make your clients' homes more sellable, and turn prospects into buyers - plus, keep yourself motivated, effective, and focused?

Do you need to do some things differently?

In the current housing climate, an increasing number of REALTORS are incorporating principles of Feng Shui to help them stage and market their properties. And many of them are achieving good results – increasing their own productivity while providing actionable advice to their clients.

You're a Team

Start by encouraging your homeowners to become more active participants in the process of selling their home. You should be insistent upon clients creating welcoming energy for every potential buyer, by uncluttering, cleaning, painting, if necessary, and eliminating excess furniture. And make sure the kitchen and bathrooms are spotless. This makes their property competitive and creates positive energy for potential buyers.

Next, make sure they've created great curb-appeal by pruning overgrown shrubs and planting fresh border plants leading up to the front door. Then hang a wreath on the door with the same colors. If there are two doors, hang two wreaths. The best energy color for selling a house is yellow – second choice would be red. Where possible, place a little sign in one of the wreaths or near the front door that says "Welcome to your new home." This isn't exactly subtle...but you'd be surprised at how often it works.

Energize "You"

* First, stop listening to the 6:00 news, along with everything and everyone else that tells you the market is awful. This type of negative energy creates a self-fulfilling prophecy of failure. Yes, you obviously need to be aware of market conditions; but you don't need to allow it to create negative energy in you. Create a mantra, such as "I am in the process of selling more homes" – and say it

daily. This builds positive energy in yourself.

* Keep yourself motivated and focused by creating an Intentions Board – use a bulletin board with push pins, and place three or four of your most important goals on the board. For example, you might place a large “Sold” sign on the board, or a number representing the deals you would like to close in the next thirty days. Or, create a picture of you being named top salesperson for the month. Hang your Intentions Board in the east area of your office to energize income and business growth – this will help you stay focused.

* Place a teamwork poster framed in silver in the northwest area of your office, to remind you that selling real estate requires a sort of “team” approach, in that you’re bringing a buyer and seller together. The silver framed poster energizes teamwork and helpful people.

This is just a small sample of how using Feng Shui’s positive energy principles can change your results. Remember, you need to make sure your clients take their share of responsibility, while keeping yourself energized so you can do what you do best – bringing together seller and buyer. And putting up more “Sold” signs.

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