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RE/MAX Offers Additional Services to Clients to Help Market their Homes

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Philadelphia, PA—Recognizing that the real estate market is evolving, RE/MAX Services, headquartered in Blue Bell, now offers many of its clients (through their realtors) an opportunity to maximize the sale of their homes. RE/MAX has partnered with Kim Kratz, owner of KJK, Inc., to enhance or stage a seller's home.

Home staging is the art of creating a visual environment that stimulates buying emotions through the use of well-placed furniture, lighting, and accessories. Home enhancing maximizes a property's selling features with appropriate decorative accessories which draw a buyer's attention to the desirable features, while still allowing the sellers to live comfortably while the home is on the market.

According to Kratz, "You never get a second chance to make a first impression. Many buyers do not have the ability to visualize what a home 'could' look like; they will often look for a home that shows them what to do with the space. Buyers relate to how a home feels first. Staging and property enhancement address one of the *key* issues that a buyer considers when choosing a property: location, condition, and price."

Kratz continues, "Many times realtors are faced with a seller who is adamant about the price they want for their home—having a solution to improve and enhance the condition in a timely fashion is a valuable tool for a realtor. A realtor can now address the condition of a property by sending in their 'design team' to show the seller how the property needs to look at a certain price point."

Margot Aronson, a RE/MAX Services realtor who taps home staging and enhancing experts like Kim Kratz, adds, "Today, with more homes on the market for longer periods of time, it is important to bring a client's home to the forefront. As a realtor, it is my job to ensure that each client's home shows the best it can,"

"We want buyers to walk in the front door and say 'this is the house I really want and I am ready to move in!' We don't want them spending time thinking about a leaky faucet or a pink wall in the living room," Aronson maintains, "Just a small investment can make the difference between someone selling their home in a timely manner and waiting for a period of time before an offer comes in."

RE/MAX Services, Inc. has served Montgomery and Bucks counties for over 20 years. Currently, the organization has two offices—in Blue Bell and Limerick—and boasts over 85 team members. The company has ranked among the Consistent Real Trends Top 500

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Brokerage Companies nationwide. In addition, the organization and its owner have received a number of awards, including RE/MAX International Broker/Owner of the Year (1994), RE/MAX of Southeastern PA Broker/Owner of the Year (1994), and the Distinguished Service Award (1996). For more information, visit www.phila-homes.com or call 215.641.2500.