

Give Homebuyers an Experience They Will Never Forget

By [Tina Parker](#)

To accommodate the shift in purchasing habits, Relationship Marketing evolved to be the next approach to making a customer happy and a result, people are looking for an experience with their purchases.

For example, going to the salon to get a hair cut used to involve sitting in a chair, having hair sprayed with water to prepare to be cut and styled. Then it evolved to having hair washed and conditioned to prepare to be cut, dried and styled. Take a trip to the hair salon today and you will be greeted with an offer to hang your coat and coffee while you wait. Time is spent in the chair discussing your expectations then off to the hair washing station where you will receive a head massage as the hair conditioner sets.

You receive your cut, dry and style in a relax environment as apposed to the hurried approach you once knew. Upon leaving you make your next appointment but not to worry about forgetting, the company will call you in two days to remind you. All together a much better experience to ensure you will return to the people that made you feel good allowing you to establish trust. This is Relationship Marketing.

How is this relevant to Home Staging? It is important to realize that although you only have one product to sell, in some cases only once, it is the potential buyer's expectation of "an experience" that will ultimately influence them to either purchase your house or not. Similarly, home staging creates an atmosphere that will allow potential buyers to experience or imagine living in the house but at its best and we all want the best. Home Staging strategies are developed from an understanding of both Relationship and Target Marketing practices and will ensure you sell your house quickly and for more money.

In brief, relationship marketing establishes long-term, trusting relationships with customers in order to satisfy them so they return rather than shop around for their next purchase. As a result of this increased level of customer service it was only natural for marketplace expectations to anticipate "an experience" with their purchases.

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