

# THE PSYCHOLOGY THAT SELLS FOR MAX PROFITS



When selling a home, you need to make sure your home is priced right, the best on the block, and marketed to its highest potential. But why and how does this work? The answer is psychology.

The human brain is wired to think in specific ways based on primal subconscious traits we've adapted over centuries. Leverage these realities to your advantage to get the most bang for your buck.

## REPAIR WHAT IS “WRONG” WITH YOUR HOME

With limits on the amount of information we can process at once, our brains evolved to constantly scan for “what’s wrong” in any given situation. “Since threats are more important to our survival than other information, we pay more attention to the negative things than the positive.” In the past, threats came in the form of sabertooth tigers or snakes. Today, despite the relative safety of the modern world, our brains are still on the hunt to find “what’s wrong.”

So when a buyer walks into your house, they will be looking for anything and everything that’s wrong with your house—either for reasons not to submit an offer or for reasons to negotiate you down. Beware, some buyers may even insist on testing every drawer in the house during an open house!

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Counteract that psychology by performing cost-effective updates, repairs, and renovations that will eliminate evident defects and make your house feel like a new home. One important item is repainting your home. Walls show the extent of the “wear” on the house. For a full breakdown of the most cost-effective updates to ensure you don’t leave any money on the table, don’t forget to check out [7 Essential Renovations to Maximize Your Profit](#).



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## INCITE FOMO

Psychologist Daniel Kahneman won the Nobel Prize for his work on *Prospect Theory*, which found that humans are at least twice as likely to avoid a loss than to obtain an equivalent gain. Today, we often refer to this as FOMO (Fear of Missing Out).

If you want to maximize your profit and ensure you don't leave money on the table, you need to incite FOMO in your prospective buyers. To do so, get as many potential buyers to your open house as possible and get at least 2 offers. The more offers, the merrier.

Make your home the **BEST ON THE BLOCK.**

The human brain prefers to use relative comparison, as opposed to absolute measurements, because these comparisons require less energy. For example, consider how it's easier to remember which of your coworkers is the tallest as opposed to exactly how tall each coworker is.

When buyers walk into your house, they are comparing your house to others they have toured or seen online. That's why it's critical that your house is the best on the block. If you want a premium price for your house, you need to position it as a premium asset in the eyes (and brains) of your potential buyers.

