

Before Your Next Open House...



Take The Lollipop Test

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Indulge me for a few minutes while you enjoy the attached lollipop...

Buying and selling lollipops is similar to buying and selling homes.

Now before you throw out this article, because clearly there are very distinct differences between the two, let me explain the analogy.

An appealing looking lollipop in a nicely wrapped package will stand out from others in a bowl full of different choices.

Buyers notice homes with great curb appeal.

People will look through a bowl for a while before they pick out a lollipop.

91% of buyers begin their home search on the internet.*

People will scrutinize the outside appearance of a lollipop before deciding to choose it.

74% of those buyers drive-by first before viewing the inside of a home.*

Because people purchase lollipops at all times of the day, they need to clearly see their options in all types of lighting.

49% of those buyers will drive-by at night to view a home.*

People usually select lollipops based on fixed colour and shape.

78% of the decision to purchase a home is based on location and size.*

If you ask most purchasers of lollipops, flavours are perceived to match colours: red = cherry, orange = orange, yellow = lemon, green = lime, blue = berry, purple = grape, brown = chocolate.

Buyers only know what they see and they set their expectations based on that, eg. bed = bedroom, desk = office etc.

People interested in purchasing a gourmet lollipop will not be satisfied with the basics; they clearly expect more: unique flavours (eg. red = pomegranate, passion fruit, cranberry/raspberry, watermelon), unique shapes, sizes and maybe also some unique benefits (eg. swirls, popping sensation etc.).

Knowing what your target market buyer wants is key to selling different types of homes.

Within seconds of taking the wrapper off a lollipop and popping it in their mouth, a buyer knows what they're getting. Their initial exposure to the aroma and flavour will set the tone for their entire experience.

First impressions occur within seconds of a potential buyer entering a home.

Knowing what lollipop flavours appeal to the majority of buyers is critical, eg. buyers expecting a lemon flavour from a yellow lollipop won't be satisfied with banana. Successful lollipop makers ensure that they deliver on buyers' taste expectations.

Once inside a home, 72% of the buyers' first impression is under the control of the seller.*

A typical size lollipop takes approximately 5 minutes to finish. If someone is in a hurry and decides to bite into the lollipop it can take less than 30 seconds to finish. If someone doesn't like the flavour of the lollipop, they will take it out of their mouth immediately.

The average time taken by a potential buyer to view an open house is between 3-6 minutes.*

Buyers want a consistent taste and texture experience as they swirl the lollipop in their mouths. It is important that the flavour doesn't get lost over time and that they don't come across a sour portion when they started off tasting only sweet.

Consistent appearance through a home is important to keep the buyer interested.

Buyers know what they want and will pay more for a lollipop experience they can count on.

63% of buyers are willing to pay more money to get a move-in ready home.*

Sellers of lollipops are always upgrading packaging and flavours to stay relevant to their buyers.

79% of sellers are ready to spend up to \$5000 to get a home ready for market.*

Since there are a lot of options out there, providing a memorable experience is key to getting your lollipop purchased. An apple flavour will stand out from all the cherry flavours people have tried before, while still being an expected taste based on the colour.

58% of buyers made a decision to buy after seeing 10 properties.*

So hopefully by now, you understand the analogy. Now it is time to use the theory.

The lollipop test is a simple tool to help you with your next open house.

Stand outside the front door of your open house and open a lollipop. Pop it in your mouth and, as you walk in, think about the open house experience similar to the lollipop experience. Walk around the entire house for the time it takes you to finish the lollipop. What are the first impressions you are experiencing? Any surprises? Inconsistent areas? Sour notes? Is the experience unique? Is it overall a positive memorable experience? How do you think you stand out in comparison to other options available? Ask yourself the question whether you delivered on taste.

📌 Did the attached lollipop surprise you? Share your thoughts and comments.



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[†]Home staging makes a home appealing to the highest number of potential buyers, thereby selling a property more swiftly and for more money. Staging techniques focus on improving a property's appeal by transforming it into a welcoming, attractive product that anyone might want.

*Statistics taken from CSPI[®] International Business Training Academy, Maritz[®] Research, and Proctor & Gamble[®] surveys.

Lollipop photo courtesy of sweetclipart.com

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