



**Press Release Contact Information:**

Brian Regnerus  
RJR Computing Solutions, Inc.  
Online Traffic Management  
PO Box 251  
Palos Heights,, IL  
USA, 60463  
Voice: 1-877-349-2615  
E-Mail: [Email us Here](#)  
Website: [Visit Our Website](#)

**How lessons learned from her dad's gas station will help sell your house in 30 days or less for full price**

*In a troubled market flooded with sellers and dropping prices, real estate entrepreneur Karen Schaefer is quietly causing a selling phenomena.*

**/24-7PressRelease/** - PALOS HEIGHTS, IL, July 18, 2008 - Karen Schaefer says about selling in today's market, "If you want full market price for your house, you don't have to accept that it's going to take a long while to get it sold." She adds, "Out of necessity I had to develop some innovative strategies for my own properties to get them sold and learnt very quickly what worked and what didn't through the school of hard knocks."

"The real secret to selling fast in any market is to make your house unforgettable," says Schaefer. "It's about staging your house to leverage the emotion of your buyers, so your house is the only one they remember out of the twenty-five others they saw that day". Schaefer adds "As a seller you also need to have a thorough understanding of who your customer is, how to reach out to them through your marketing and how to squeeze the most value from the least dollars to get your house ready for sale".

"These principles are the cornerstones of my proven 5 step system to selling your house fast which I learnt at a very young age from my Dad" she says. "His service stations showed me how powerful proper staging is to attract your customers at a premium price". Schaefer adds "Back then, he was the only gas station owner to keep meticulously manicured rosebushes, gas pumps shone hourly, unbelievably clean bathrooms complete with a small vase of fresh flowers and hand towel, and a fresh pot of coffee brewing with the morning paper, waiting to greet every customer." Says Schaefer "My Dad really was the ultimate property designer. He consistently won award after award and ran one of the most profitable service stations in the country."

"People ask me to teach them my system all the time, because I'm out there in the field and they see my results every day." Schaefer adds "My Dad was my inspiration for starting my own staging and design company so I could teach others the techniques I learnt from him". She says "My two day staging and design event has helped so many people sell properties that before, were just sitting on the market with no offers. It's great for people to know that they have a proven strategies that will work in every market".

Founded by Karen Schaefer in 2005, Simple Appeal Inc is the premier nationwide Staging and Property Design company. Simple Appeal is renowned for revolutionizing the business of selling real estate through it's educational seminars and proven 5 step system that guarantees to sell a house in half the time at full market value. Full Property Designer accreditation is also available through Simple Appeal Inc. and the Association of Property Scene Designers (ASPD). See [www.simpleappeal.com](http://www.simpleappeal.com)