



*Realtor Robin Jones*

# Robin Talks Real Estate

## Happy Halloween

Spooks & Spirits Can Help Sell Your Home!

**Disclaimer:** If you're a skeptic or easily spooked, this week's column might not be for you.

It used to be that rumors of haunting were death to a house sale. But now, with nearly every cable channel hosting their own show on haunted houses, there's a new market out there for spooky properties.

As a Realtor who specializes in historic homes, I run across these "ghost stories" often. In recent years, I've noticed that these stories can add value to a home for some buyers.

I'm not saying that the faint of heart won't be scared off. But if the home is going to be converted into a museum or a bed & breakfast, those ghost stories add a real marketing value. There are also a lot of adventurous buyers out there who are drawn in by the paranormal aspect of a home. The more information that's available about the history of the property, the better for these buyers.

As hauntings go, properties where there has been a murder, suicide, or accidental death are a tough sell. "Stigmatized" properties can be very difficult to sell and usually end up being deeply discounted. The more recent the event, the more difficult the sale, but this information must be disclosed to potential buyers.

Remember, whether a haunting is truth or rumor, these homes are not for everybody, but if you have one of these homes, there is a profitable market out there for it.

For fun and informative facts, check out [www.hauntedrealestate.com](http://www.hauntedrealestate.com)

**Contact Realtor Robin Jones**

**(402) 750-MOVE (6683) • [www.robinjoneshomes.com](http://www.robinjoneshomes.com)**

**COLDWELL BANKER  DOVER REALTORS®**