

What I Do, Few
Else Do, and
No One Else
Does It Better

“I use advanced buyer psychology to influence how buyers experience the property — from their first 90 seconds, to how they move through the home, where they pause, what they emotionally remember, and ultimately how strongly they desire to own it.”

Steve Kodad



1) The 90-Second Emotional Commitment

Buyers begin forming a powerful opinion almost immediately. I engineer the arrival, entrance, lighting, scent, temperature, and first sightline so the home creates an emotional “yes” before the analytical evaluation begins.



2) Processing Fluency

Luxury buyers respond better when a property feels easy to understand. I reduce visual clutter, confusing furniture placement, awkward traffic patterns, and competing focal points so the brain processes the home effortlessly. **Easy to process often feels easier to buy!**



3) Emotional Anchoring

I deliberately create memorable emotional moments in key areas—the entrance, kitchen, primary suite, outdoor living area, and strongest view. Buyers may forget specifications, but they remember how a particular room made them feel.



4) Buyer Movement Psychology

I study how buyers naturally enter, turn, pause, and move through a property. Furniture, artwork, lighting, and focal points can subtly encourage buyers to slow down and spend more time in the home's strongest spaces.



5) Perceived Value Signaling

Buyers subconsciously use small details to judge the value of the entire property. Lighting quality, hardware, towels, artwork, landscaping, scent, cleanliness, and presentation can either reinforce or weaken a multimillion-dollar asking price.



6) Contrast Psychology

People evaluate value comparatively rather than absolutely. I make sure the home's strongest advantages are presented in a way that clearly differentiates it from competing properties—privacy, views, architecture, outdoor living, entertaining space, or lifestyle.



7) Future-Self Visualization

Instead of simply showing buyers rooms, I help them mentally experience their future life there: morning coffee overlooking the pool, friends gathering around the kitchen island, sunset cocktails on the lanai, or relaxing in the primary suite. **When buyers picture themselves living there, ownership becomes psychologically more real.**



8) Loss Aversion

Once buyers emotionally connect with a home, the possibility of losing it can become more powerful than the desire to gain it. Strong presentation creates attachment; legitimate information about competing interest or scarcity can then increase urgency without artificial pressure.



9) Decision-Fatigue Reduction
Too many distractions, decorating styles, or unresolved questions make buyers work harder mentally. I simplify the environment, so buyers focus on the property's strongest advantages rather than spending their energy mentally “fixing” the home.



10) Peak-End Psychology
Buyers disproportionately remember the strongest emotional moment of the showing and how the experience ended. I design both: a memorable “wow” moment during the tour and a strong final impression as buyers leave.

“A home can be transformed by using buyer psychology, luxury design, and Feng Shui without it being expensive to capture a buyer’s interest strongly!”

An evaluation takes between 2 to 4 hours. I do a walkthrough with the owner at the end. I give them a checklist and notes I’ve written down. This is left with you, and you are greatly encouraged to call or email with questions until under contract.

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