

THE **INFORMED** Home Buyer/Seller™

Helpful Advice for Making the Right Move

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Inside Secrets of Home Staging Experts

A professional Home Stager is someone who sets up your home for maximum visual appeal, so that it sells faster and for a higher price.

In addition to the obvious—cleaning your house, getting rid of clutter, etc.—here are some other "inside secrets" home staging experts use to increase the "sell-ability" of a home.

- **Less is more.** Too much furniture in a livingroom, kitchen, or even on a deck or patio can make a spacious area seem small. Consider putting some items in storage.
- **Don't forget the backyard.** Think of it as one of the main rooms of the house—a living area that must look clean and inviting to the buyer. Get rid of empty plant boxes and bowls, as well as any unhealthy plants. Prune shrubs and trees. Eliminate unsightly items like decaying firewood or open garbage pails.
- **Light it up.** Turn on lamps in darker corners. Consider putting extra lighting in key areas like the basement and kitchen. (But don't overdo it! Lights should be bright and pleasing; not blinding.)
- **Repair and repaint cracks.** A crack anywhere in the house—in a wall, ceiling or foundation—is a psychological "stopper" for a home buyer. He or she thinks, perhaps for good reason, "Are there other issues with this house that I *can't* see?"
- **Keep curtains and blinds open during showings.** Nothing beats natural light for making a house look bright and appealing. Even at night, exposing the windows makes each room seem more attractive.
- **Remove family pictures from walls, shelves and tables.** It's nothing personal. But, buyers want to visualize *their* family living in the house, not yours.
- **It's the little things that clutter.** As home staging pioneer Barb Schwarz suggests in her book, *Home Staging*, "Pack up anything smaller than a football."

Looking for more ideas on how to prepare your home for sale? Call today.

The **BEST** Return on Your **HOME** Improvement Investment

You're selling your home. You want to make some quick improvements to ensure the house is appealing to potential buyers. What can you do that will give you the greatest return on your investment? Change the carpet? Re-pave the driveway? Plant new shrubs?

Here's an idea that will cost you less than \$50. Buy a gallon of paint.

Painting is the fastest and most inexpensive way to spruce up the look of your house. In just one day, with just one gallon of paint, you can add a crisp new look to a front door, a fence gate, a kid's room, a bathroom, several yards of trim, a window frame, a fireplace mantle—the possibilities are almost endless.

Think, Act... Live!

"Sometimes I lie awake at night, and ask, 'Where have I gone wrong?' Then a voice says to me, 'This is going to take more than one night.'"
Charles Schulz, creator of *The Peanuts comic strip*

"Home buyers only know what they can see, not what they will be."
Barb Schwarz, author of *Home Staging*

"Don't be afraid to give your best to what seemingly are small jobs. Every time you conquer one it makes you that much stronger. If you do the little jobs well, the big ones will tend to take care of themselves."
Dale Carnegie