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Windermere REAL ESTATE

Real Estate Buzz

Three Tips to Stage Your Home to Make a Sale

When it comes to selling your home, it's important to consider things from the buyer's perspective. Your home may feel cozy and perfect to you, but to someone else, it may look cluttered and outdated. Before allowing anyone into your home for an open house, consider working with a real estate agent to stage it appropriately. Staging is the process of highlighting the best things about your home while minimizing its less-than-positive aspects.

The goal of home staging is to allow the prospective buyer to visualize living there. Although it can be difficult, that means removing as many things personalized to you and your family as possible.

This starts by getting rid of clutter and taking down personal photos. You still want to leave some decorations visible, but try to ensure they're entirely generic.



1. Group Your Furniture to Make the Room Appear Larger

It's a common mistake to push furniture against a wall to make the room seem larger. It's better to pull each piece away from the wall to make the flow of foot traffic apparent to anyone who views the room. Try placing the sofa and chairs into groups that would make it easy for people sitting in them to have a conversation. This makes the room look larger as well as more inviting.

2. Make Sure You Have Good Lighting in Every Room

Dim lights or a lack of lights can turn a potential buyer off because it makes the property seem unfriendly. When staging your home, invest in 100-watt bulbs and make sure you have one bulb shining for every 50 square feet that you want buyers

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to see. Real estate professionals also recommend displaying the following types of lighting:

- ✓ **Accent:** Accent lighting is for your floors and walls
- ✓ **Ambient:** This is general or overhead lighting
- ✓ **Task:** This goes underneath cabinets or acts as a reading light

3. Get More Advice from a Professional

These are just a handful of things that have proven successful for home staging.

A local real estate agent can give you more ideas as well as assist you with the actual staging. Think of preparing your home in the same way you would prepare yourself to go on a job interview. First impressions mean everything.

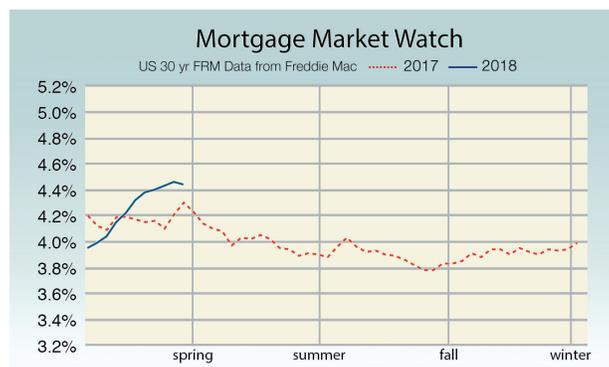


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Paula Chambers

Broker/Realtor



Listed for \$1,030,000.
Sold in 11 days \$1,060,000.
Paula was great. She was amazingly helpful in all aspects of our engagement.



The collateral she prepared was top notch & she made sure everything was in perfect order for showings and open houses.



She made sure we understood everything presented and when reviewing offers she presented us w/options to enable the best decision.



We highly recommend Paula!

Kurt & Rhoda



Why Not White Marble?

Are you thinking about replacing your kitchen or bathroom countertops? The choices are endless; tile, granite, soapstone, wood, or maybe marble? White marble often gets a bad rap because it's a more porous metamorphic stone than most (which means it's prone to stains and scratches), but we beg to differ, and here's why.

White marble is as timeless as it is modern. Adding white marble to your kitchen or bathrooms is like bringing home flowers for your significant other; always a good idea. It looks great on kitchen counters, but also just about anywhere in your bathrooms, from the floor to the shower walls. Adding white marble countertops to a dressing vanity in bedrooms is also a great way to incorporate it throughout your house.



After you've made the decision to install white marble into your home, you'll need to decide on a finish. Honing gives a matte finish, whereas polishing creates a shiny, reflective surface. If you want to reduce etching, choose a honed finish instead of a polish. If you don't mind some added etching, then polished white marble is as stunning as it sounds.

How do you keep your marble happy? Make sure to apply a seal prior to using it. To reduce staining, wipe away spills immediately, and only use a neutral detergent to clean your marble. These simple things will keep your white marble in shipshape condition.

When it comes to your marble, it's more like you than you think. Marble goes through good times and bad times and some scars fade better than others. It will never be perfect, but in the end, we think you'll love it—imperfections and all.

Posted in Living by Kenady Swan