

# SELLING YOUR HOME



Everyone knows the importance of making a good first impression. Staging your home highlights its best features. Keeping it neat and clean at all times also makes your home more appealing to prospective buyers, who can drop by at a moment's notice.

## TIPS FOR MAXIMIZING INTEREST IN YOUR HOME

### Curb Appeal

First impressions are everything. In the months leading up to listing your home for sale, put in a little sweat equity to create killer curb appeal. Prune the bushes, power wash the fence and never underestimate the impact of a fresh coat of paint on the shutters, siding or doors. Replace your old mailbox and house numbers or give them a facelift with spray paint. If your porch or stoop has room for furniture, add a couple of chairs to expand your outdoor living space.

### Make the Bedrooms Luxe

Create an inviting and serene main bedroom with a well-made bed covered in luxurious linens. Tucking a large comforter into a soft-colored duvet will give your bed that plump and plush look that you see in high-end hotels. Use a solid color duvet and add color with shams, throw pillows and extra blankets. Keep nightstands uncluttered and remove personal items.

### Rethink Furniture Placement

Furnish your space by floating furniture away from walls. Reposition sofas and chairs into cozy conversational groups, and place pieces so that the traffic flow in a room is obvious. Not only will this make the space more user-friendly, but it will open up the room and make it seem larger.

### Make it Neutral, But Not Boring

You've probably already heard one of the major rules of home staging is to keep everything neutral. Yes, you want to appeal to the most possible buyers with a palette everyone can agree on, but you also don't want your house to be dull and boring. If your walls are a bold hue, paint them a middle-of-the-road, light color that will brighten the space. But that doesn't mean you can't use accent colors to infuse some personality.

### Amp Up The Lighting

One of the things that make staged homes look so warm and welcoming is great lighting. Increase the wattage in your lamps and fixtures. Aim for a total of 100 watts for every 50 square feet. Make sure you have three types of lighting: ambient (general or overhead), task (pendant, under-cabinet or reading) and accent (table and wall).

### Kitchens Sell Houses

Any updates you make have the potential to go a long way, and they don't have to be expensive; some upgrades can be accomplished with mostly elbow grease. Start by showing off your storage. Pack up the seldom-used small appliances and holiday dishware for your next house and use up all the dry goods in the back of the pantry. Clear clutter off the countertops. Consider giving your cabinets a facelift with paint; go for classic white or try a dark neutral like gray or slate blue. At the very least, change the outdated hardware for an easy DIY. A corroded faucet or one caked with hard-water stains can be a big turn-off; swap it out for one with style and added function.

### Declutter

The most important thing you can do to prepare your home for sale is to get rid of clutter. One of the major contributors to a cluttered look is having too much furniture.

### Depersonalize

Potential buyers want to be able to picture themselves in your home, and that's hard to do if all they see are your personal items. Remove family photos, your kids' artwork, framed diplomas and personal collections. Pack these items up to take to your new home and replace them with generic artwork.

### Add Pleasant Aromas

A nice smell can have an immediate effect on the way we feel and think. Put your potential buyers in the right mood by making sure your home is filled with pleasant aromas.

### Temperature

Maintain a comfortable temperature so prospective buyers feel at ease touring your home.

### Erase Signs of Pets

We totally understand how much you love your pets (we do too), but potential buyers may be turned off by pet odors or be allergic to fur and dander. Thoroughly clean the areas where your pets spend most of their time and add air fresheners. When potential buyers come calling, throw the pet beds, crates, toys, food dishes and litter boxes in your car then take Fido or Fluffy for a walk in the park.



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