

Top Dollar Guide for Home Selling & the Staging Process...

❖ Cost vs. Value

Kermit Baker, director of the Remodeling Futures Program at the Joint Center for Housing Studies at Harvard University, does a great job explaining the cost-value relation: "When you consider its value at resale, a home improvement project costs only 20 cents to 25 cents on the dollar. The other 75 cents to 80 cents spent on a project goes directly back into the home, through increased value. Not to mention increased owner enjoyment."

❖ The Small Changes that Make the Big Difference

10 Things That Make Buyers Bite

By Emily Lapkin, a frequent HGTV.com contributor, Resource: Rhonda Kohn, Realtor, Los Angeles, Ca.

A Nice Entryway

Be sure to impress buyers with a beautiful entrance.

Hardwood Floors

Realtors agree that most buyers are hunting for hardwood.

Fabulous Fixtures

Replacing knobs and drawer pulls, along with updated faucets is the quickest way to make over a bathroom or kitchen.

Beautiful Baths

Replace outdated big sheets of mirror and those globe lights with an elegant framed mirror and sconce lighting on either side.

Counter Intelligence

Buyers don't want to see grout lines on their counters, so opt for slab countertops.

Steel This Idea

Kitchens with stainless appliances look commercial and generate thinking that they too can be great cooks. Ordering front panels to match cabinetry is a great alternative.

Pre-Organized Closets

Make sure the materials used are up-to-date.

Light Up

If your home doesn't get a lot of natural light, consider installing recessed lighting or new scones, or both.

Built-In Bonus

There are pros and cons to built-in furniture, depending on the buyer. Be sure they are neat and free of clutter and distractions.

Grass is Greener

Home buyers are always drawn to spaces with a flat, open lawn.

❖ Homes are Purchased Based on Emotions...

When a house "feels" as if it could be home, buyers will intuitively modify their list of priorities- We will accentuate the positive by calling attention to the home's best features. By depersonalizing the space and creating "emotional connection points" we will actively engage a buyer's mind. The ambiance created with the use of proven home staging techniques will entice a buyer and make them feel that **your** home should become **their** home.

Stageffect

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