

Assess Your Home & Stage it for Sale

by Donna Russell

We all become so familiar with the spaces we live in we no longer see our surroundings the way others do.

One of the best ways for you to objectively assess your home is to view Open Houses in your neighborhood. View each house as a potential buyer would.

The majority of buyers determine whether or not they are seriously interested in a house within 30 seconds of entering. At each house make note of your first impression. All senses come into play; does the home appear spacious yet warm and inviting? How does it smell? Is the temperature comfortable? What can you hear?

Do you want to see more or do you want to rush through and leave? Can you move freely through the house or do you move around obstacles like a cornfield maze? Stand in the doorway of each room and assess it. Is it clean? Is there ample storage? Is the house in need of any noticeable painting, updates or repairs? If so, what do you think it would cost to rectify them? Would you be prepared to

make the changes? If so would you offer less for the house if you were a serious buyer? These are the questions potential buyers ask themselves when viewing homes for sale.

Now that you have assessed the competition you are better equipped to compare and objectively assess your own home. Walk through and take a photograph from the doorway of each room in your house. You will see the room more objectively in print. Ask yourself the same questions you did when you viewed the open houses. Make a To Do List for each room in the house and tackle it one room at a time.

Keep in mind that the way you live in the home and way you sell a home are two completely different things, if you want your home to sell quickly and for top dollar you may have to make some concessions.

Why should you stage your home For Sale?

- Popular TV decorating shows have raised buyers' expectations when viewing homes for sale.



before



after

- Staged homes show to their utmost potential, therefore they sell faster and for more money.
- 85% of Buyers shop the internet before contacting a Realtor. A home that shows well will attract buyers to your listing.
- A staged home will appear more spacious, balanced and appeal to a wider range of buyers' tastes and preferences.

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