



People Buy Homes Not Houses - From C.H.Home Staging

Dreading the thought of selling your home with the last minute walk-through, inconvenient calls, and sale price adjustments? The difference between a profitable sale and a break-even experience is often a fine line. Peter Sterling can help you sell your property, at your price, here's some things to avoid when selling, your home or condo.

Here are some *pitfalls* • to avoid when selling:

1. Rushing to Put Your House Up For Sale •

If you are not serious about selling, do not test the market by listing your property. Indecision will ultimately blow the sale. Transforming a house for sale is an educational process for homeowners, as sellers need to realize, "*We no longer live here. We are selling our house.*" Considering that homes are very likely an owner's single largest investment, why not delay a few extra days, to advantageously prepare the property for sale, otherwise you may leave money on the table.

2. Refusing to Make Cosmetic Changes ••

The way you live in your home is not the way you sell your home.

Beyond completing required renovations, it also holds true that decor improvements help make a strong impact on buyers and ultimately increases a home's market value.

People will pay a premium for a home with updated decor, and surprisingly more men than women will pay an additional amount for the trendier home.

People typically have two reactions when entering an unfamiliar home -- they want to see more or they've seen enough. Wowing buyers from the moment they reach the front door is therefore crucial. Staging therefore gives the buyers the ability to envision them living in the space and to determine how their own furnishings can be placed in that environment.

By utilizing the knowledge of well-trained real estate professionals and a talented home stager, a quick, profitable sale of your home can be anticipated. Why risk leaving money on the table?

3. Refusing to Make Profit Inducing Repairs •••

The 2006 Re/max® staging survey disclosed that 73 percent of buyers preferred a higher price home that didn't require any renovations over a lower priced fixer-upper. Selling 'as is' always costs more. The report suggested a cost recovery of up to 7 times the cost of minor improvements incurred in contemplation of the home sale was not uncommon. It is well worth ensuring your home puts its best foot forward before it is listed ... *and the stats prove it.*

- * Spa-Like Bathrooms give you a 65% better return on investment (ROI) your renovating dollar over the average reno.
- * Kitchens with stainless steel appliances, granite countertops and brushed nickel finishes give you 44% better ROI.
- * Neutral walls of fresh paint give you a 40% better ROI .
- * Gleaming floors give you a 22% better ROI.
- * Fireplaces, especially a nicely designed and efficient gas one, give you an 15% better ROI.
- * Landscaping gives you a 15% better ROI.

4. Not enlisting the services of a Home Stager ••••

Selling your home is about intricate details and critical decisions ... *all of which are never easy.* While you simply used to call the only realtor in town to sell your property, times have changed and more often than not teams of professionals are employed to sell your home.

Realtors and Homes Stagers work together to maximize the resale value of your home and minimize stress levels along the way. Stagers create the look that sells. They transform the home into a marketable house, accenting all of its attributes, embellishing the existing furnishings of homeowners with additional furniture, art and accessories where needed. Once the home is staged, realtors can best recommend the pricing level, knowing the market that the staged home will now attract. The realty team will assemble all the disclosure information for potential buyers, advertise the property more than impressed by the home atmosphere created by the stager.