

House Proud

So you have decided that it is time to sell your house. As you walk through your “castle”, you are overwhelmed with emotions and reminded of so many memories; all those crazy family get-togethers, your battles with the kids over cleaning their rooms, your daughter’s love of lime green and the two additional shelves in the family room to hold all of your son’s trophies. You’re proud of your home and how well your family has lived in it...

BUT – therein lays the problem. In many cases, those elements in your home that give rise to your fondest memories can actually take the focus away from what your house has to offer. Being ready to sell your home requires that you stop thinking of it as YOUR HOME and start to look at it as a HOUSE – an investment that holds tremendous equity.

You need to find a way to maximize the equity potential of your house and to make all its best features stand out in order to appeal to as many potential buyers as possible.



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After



After



After

Home staging, a relatively new addition to the Niagara Real Estate industry, is the art of professionally preparing a property to enable the widest possible range of buyers to “see” themselves living in the house that you are trying to sell. Staging helps buyers connect emotionally and to ask themselves “Can I picture myself living here?”

Research shows that prospective home buyers make their buying decision within the first few seconds of walking into a house. Home staging helps your house sell more quickly and for the best possible price by satisfying our innate desire for open space with lots of light and minimal stimulation. By neutralizing colours, addressing furniture placement and traffic flow, minimizing personal clutter and paying attention to lighting detail, a professional home stager can transform personal space into a living space that anyone can envision as “theirs”.

Obviously advantageous to you as the seller, staging is also of value to the potential buyer. Today’s savvy buyers are willing to pay extra for a property that is “move in ready”. In a staged home, buyers know that problem areas have been addressed and can actually see what they are buying without having to look through the distraction of your life. Be forewarned however; living in a staged home is not easy. If your house is still comfortable to live in, chances are it isn’t ready to sell. And because it is very difficult to be objective when depersonalizing and neutralizing your living space, you may want to enlist the services of a professionally trained home stager to help make the transition from home to house just that much easier and effective.

Think of staging and preparing your house for sale as the short term pain necessary to reach the long term gain of finding the ideal buyer who will fall in love with your house and want to make it THEIR castle. ■