



Do you have a plan for selling your house? Do you know how the competition compares? How will you make your home stand out in the sea of buyer's choice?

Before putting up your for sale sign, look at your home from the perspective of someone who is searching for "the perfect home" for their family. The key to a successful home listing is making your home attractive to a large number of people. How do you do that?

It's not necessary to move all your things to storage. If you have a lot of furniture or accessories, start with one room and take everything out. Clean the room from top to bottom: walls, ceiling, ceiling fans, light fixtures, blinds and floors - don't forget the closets. If the walls look worn, or if they're painted a bright or dated color, it's time to freshen up with a new coat of paint.

After cleaning and painting, bring furniture back into the room to set your stage: raid other rooms if necessary for the right pieces. Once your furniture is arranged, bring in a few accessories to give the room some personality. Kitchens and baths can make or break a home sale so start there and work your way through the house, basement and garage.

It can be difficult to de-personalize your own space. Hiring a professional decorator who will not only help you make the right decisions, but also help organize the items you will be moving to your new castle. For a few hundred to a few thousand dollars, professional staging can increase the sale price of a home by 5-50% (source: NAR) and can help reduce the number of days on the market from 200 to fewer than 33. For a very minimal investment, the payback can be well worth it.

For showings, be sure to put away the mail, clean off the counters and give the room a quick run through to dust and tidy. Turn on lots of lights and open up the blinds, shades and drapes. Make your home look as inviting as possible. You love living there and after all your hard work, the next family will too.

Happy selling!

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