

THE SPRING ISSUE

beautiful
design MADE simple

DESIGNER
CYNTHIA SODA
SHARES HER PERSONAL

SPACE

PLUS

FIND OUT WHY

**HOME
IMPROVEMENT**

TV IS NOT
REALITY

10 *and beautiful*
KID-FRIENDLY
**DESIGN
IDEAS**

IT'S NOT ABOUT **YOU** ANymORE!

TO SELL YOUR HOME, THINK LIKE A BUYER.

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The first step in selling your home is to stop thinking of it as “your home.” Once you’ve decided to put it on the market, you have to emotionally detach yourself and start looking at this process from the homebuyer’s perspective.

Home staging is not just decorating your home; it’s decorating and marketing the home and all its best features to attract the right buyer with the right budget. You’re selling a very expensive product, so having the proper packaging is critical.

The following factors should be taken into consideration when staging your home for sale.

THE LISTING PRICE

How much are you asking for your home? Select furniture that matches that level of investment. High-end homes should be outfitted with luxurious, trendy furnishings and accessories to attract the right type of buyer. Translation: now is the time to get rid of old hand-me-downs and elevate your home’s appeal with pieces that are appropriately sized, styled, and suited to high-brow homebuyers. Believe it or not, dated, damaged, or cheap-looking furniture can negatively affect the perceived value of your home, which can thus negatively affect the price buyers are willing to pay for your home.



EXPERT STYLING TIP

Stay neutral when it comes to furniture and other big-ticket items. It's easy and cost-efficient to incorporate color and texture through pillows, rugs, and other decorative pieces to increase visual interest.





THE LOCATION

Homebuyers enjoy different lifestyles depending on where they are looking to purchase a home. Keep this in mind when staging spare rooms or unused areas in your home. If you're located in the suburbs, a nursery may be more appealing to a broader pool of suburban buyers. In contrast, a home office could be a real selling feature to condo buyers in a downtown location. Know whom you're trying to attract and then give them the right incentive to make you an offer.

STYLE OF HOME

The “wow” factor that homebuyers look for is often achieved when the style of the home, furniture, color, and other decorative elements are all harmonious. Pick a design direction that best suits the physical structure of your home. If the home is modern and elegant, opt for contemporary-style furniture that reflects a sleek, minimal aesthetic. Balance and harmony are essential.

YOUR HOME'S LAYOUT

Function plays a significant role in the home-staging process. How do you travel through your home? What are the high-traffic areas? Be careful not to block walkways, and avoid placing furniture near doorways, which can make a room feel cramped. Leave sightlines to windows and other focal points, such as a beautiful fireplace, open. Reduce your furniture to the essentials to free up space and create the illusion of a larger room.

To sell your home for top dollar, you've got to think like a buyer. What are buyers looking for? How much are they willing to spend? What are the biggest selling features? When it comes to selling your home in a competitive real estate market, don't leave anything to chance. A little professional staging can go a long way.

