

HOME Interiors

Point of View

by Sharon Ward - June 2005

Does your home look good enough to sell?

For most Triangle residents, a house is their most valuable asset. When it comes time to sell, it is important to put a brand new shine on it and make it more attractive to buyers. The process of detailing a house to sell is called "staging," according to the Triangle East Chapter of the Interior Design Society. Studies show that staging a home leads to a quicker sale and a better price. How do you get your abode looking its best? Do it yourself if you're the creative type, or hire a professional stager or a designer trained to present your home in the best possible light. If you're going to take on the task alone, look for architectural elements to highlight, or a unique style you want to emphasize. Just keep in mind that the house needs to appeal to as many people as possible. Here are the basics of home staging:

Cleaning.

Rid all surfaces - counters, desks, dressers and mantels - of clutter. Put away items such as family photos and personal collections. Then, have your home professionally cleaned. In general, edit down furniture to the bare minimum to make your home appear as spacious as possible. Also, make sure closets are half-empty. (You may need to rent a storage space while you're showing the house.)

Furniture placement.

Group couches and chairs into conversation areas, but remember to have easy traffic paths through a room. Ask yourself if the setting seems inviting. If your old belongings look a bit tired, you may want to rent new furniture, rugs and accessories to dress up the place.

Accessories.

Attractive floral arrangements on the dining or entry table can make a big difference. Or, a grouping of aromatic candles in the entry, bathroom or bedroom can add some warmth and appeal to all the senses. Use pairs of accessories when possible. Position nicely framed artwork and lamps in key areas.

Improvements.

Some areas may need a little sprucing up. For example, you may have to clean or replace carpeting, or have hardwood floors refinished. Most likely, you will need to freshen up the paint or re-evaluate the wallpaper. And don't forget about the outside. Check the deck to see if it needs re-staining and sealing. Walkways may need power washing. Also, take a good look at your home from the street. Imagine you're a potential buyer. What first impression would you get from the exterior?

Tricks of the Trade

Who knew family photos were a turn-off for homebuyers?

For more insider tips on staging your home visit:

Stagedhomes.com Centerstagehome.com