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By Suzanne Lasky

Thinking About Moving?

Time to Invest In Your Home!

If I am thinking about selling my home, why would it be time to invest in it?

The data about the weaker home sales market has been in the news for many months. There are a lot more homes for sale this year than last year, and it is a buyers' market. But there are two things a homeowner can control: the price the home is offered at, and what the home looks like to the prospective buyer.

The statistic quoted by REALTORS is that within the first 20 seconds of entering a home, the impression of that home is formed in a person's mind. With that in mind, "the stage needs to be set" as soon as the front door is opened.

Recently, S Interior Design was asked by a REALTOR to stage a home he had for sale in Scottsdale. The 20+-year-old home had a lot going for it, and quite a few things that, if not addressed, would almost certainly prevent the homeowner from getting their asking price. The home had been listed by another agent for six months and not one offer was received.

The Problems:

- The furniture was old and poorly maintained,
- The kitchen and two bathrooms had Southwestern style wallpaper (think late 1980s),
- In the common areas and bedrooms of the home, the walls were stark white,
- The carpeting in the bedrooms was worn and dirty,
- The flagstone in the entry courtyard and side patio was in need of a cleaning.

In summary, the home was in dire need of a visual update!

KITCHEN BEFORE



KITCHEN AFTER



BEDROOM BEFORE



BEDROOM AFTER



The Solutions:

To address the objective of making a great first impression, S Interior Design created a beautiful focal point to greet potential buyers as they walked in the front door. The wall above the fireplace was painted a warm red tone and a colorful, yet soothing piece of artwork was hung on the wall. Also:

- New furniture was selected for the family room and the old furniture was either donated or sent to a storage unit.
- The wallpaper was removed in the kitchen and bathrooms and the walls were painted a warm welcoming color to complement the new furniture and art work.
- The carpeting in the three bedrooms was beyond

help and therefore was replaced.

- The flagstone outside was power washed and sealed.

Additionally, the lighting was updated in the bathrooms, the closets were significantly emptied, flowers were planted, and new bedding and ambient lighting was added in the bedrooms.

The entire makeover took about two weeks. The REALTOR wisely held off making the listing active until all of the updates were in place. When the listing went live, he had a wonderful looking and welcoming home to show.

The results: two offers within the first two weeks of showings! **SAN**