

homestaging



When is your house no longer your home?

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Our home becomes a museum of who we are, where we have travelled, and a showplace for our collectibles, trophies, and just plain old stuff. Once you decide to put your home on the market, it is no longer your home but a house. It is a product that must be properly marketed and featured to get top dollar.

Why do model homes have the “wow” factor? They are presented as our future home with neutral colours, tasteful decorating, and have a clean, up-to-date look -- no frilly doilies, dated valances or tablecloths in sight. A potential buyer should feel they are getting a fresh start. They should walk in and envision their life and not see yours. To transform your home into a clean slate for someone else is not an easy task but by following some professional advice, it can be done.

You simply follow the four D's: depersonalize, declutter, deodorize and decorate.

■ **Depersonalize** by removing all you have added to your museum: family photos, travel souvenirs, collectibles, and of course the “stuff.” These things have a habit of accumulating and as a result draw attention away from the room and its features.

■ **Declutter** because clutter eats up space. Counters should be clear and clean to show off space. And don't think that you can simply sweep the clutter into drawers and closets because potential buyers will open them.

■ **Deodorize** to remove cooking and tobacco smells, pet odours, and doggy “don'ts”. This step is absolutely essential as smell has a lasting imprint on our memory.

■ **Decorating** is important because after completing the previous steps you may have a sparse-looking house that looks more like a doctor's waiting room. So keep it warm and simple by leaving or adding a few pieces.

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