

Why Use a Real Estate Enhancement Professional?

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In this ever-changing real estate market, it takes more than a good price and great location to sell a home. It takes imagination and creativity to entice buyers to fall in love with a property that may not be all that unique from its competitors. That's why increasing numbers of REALTORS and sellers are enlisting the services of a professional real estate enhancer to transform ho hum houses into alluring homes that scream "Buy me!" and – even more – sell quickly.

Real estate enhancement or staging is the process of visually preparing a home for the market. The goal is to broaden the appeal of a residence by arranging the interior – and exterior -- in a way that creates a warm, inviting environment, encouraging buyers to feel comfortable and focus on the structure rather than the contents.

The terms refer to renting furniture and using it to fill a vacant house after the seller has moved out, or working with the furniture and accessories that are already in place, but adding final finishing touches, maximizing space and flow, and highlighting the home's selling features. A trained professional can accomplish this effectively and surprisingly economically.

The process begins with an objective assessment and frank discussion about what needs to be done to show off the house to its best advantage. Although this may seem obvious, many homeowners are so emotionally attached to their environment and possessions, they can't bear to change or part with anything.

However, in order to appeal to as many potential buyers as possible, it is imperative that they let go and allow a professional to

help them turn their "home" into a "house for sale." This means:

- Neutralizing and depersonalizing interiors so buyers can easily picture themselves in the house;
- Drawing attention to the home's positive features through lighting, furniture placement and accessories;
- Forming great first impressions for the buyer;
- Avoiding negative influences like clutter, cleanliness issues and poor lighting.

An experienced real estate enhancer helps homeowners make this sometimes-difficult transition. Whether it involves painting walls a neutral color; transforming a dated, empty-nest bedroom into a cozy den; grouping artwork and plants to maximize space and decrease visual clutter, the caring yet impartial guidance of a trained professional, can work wonders.

Since real estate enhancement is based on the philosophy of making the best use of what you already have, a fresh perspective – combined with solid interior design principles – helps to get a leg up on the competition. Enlisting the services of a professional real estate enhancer is a small price to pay for a competitive advantage in today's market.

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