

DECORATING

SPRING MARKET WILL YOU BE READY?

by Susan Crema-Martin

The winter has set in and it is cold out there. If you are thinking of tapping into the spring market, then now is the time to make preparations! Often I walk into properties that require a lengthy consultation only to hear that they have to be on the market in the next few days. I feel that the better prepared you are the higher your return on your investment will be and alleviate the stress later.

Often I hear clients getting frustrated because they don't see the same "to do list" as I do, as a professional stager. The best way I describe this is to put yourself in the buyer's shoes – would they want to buy your "to do list" when they buy your property? Likely they already finished one of their own.

Last summer I completed a consultation for clients that were aiming for this spring market. They did not know how to proceed with the preparations to sell their property. They did however realize that they wanted to be proactive and give themselves lots of time to prepare. I armed them with paint colours, lighting details and a list of furniture to be removed from their property. Just recently I did a follow-up with them and they said that they have been plugging away at their "to do list". Some of the painting and lighting have been completed and most of the furniture has been given away or posted on 'Kijiji' and sold. These clients have been diligently working on their "winter project" and have their "eye on the prize" at the end of this.

Photo top: before staging
Bottom: after staging

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DECORATING CONTINUED...

Local property: 1 day on the market, \$15,000 over asking price.

If you are a seller thinking of tapping into the spring market... now is the time to make those changes. Here are a few tips to get you started:

- 1) How are the floors – dated, stained or worn?
- 2) Check the walls - is the paint fresh and clean?
- 3) Open draperies and blinds – does your house feel dark and gloomy?
- 4) Clutter - are the countertops free and clear?

With so many decorating shows and internet articles out there, buyers are so much more savvy than years ago. It is so important to have a property that is “move in ready” than ever before – remember that preparing your home for sale and showcasing it will be less than your first price reduction.

Visit Martin Designs at the Newmarket Home Show, April 1-3, 2011

Susan Crema-Martin is a Certified Elite Canadian Staging Professional – CCSP Mentor, and President, York Region - Real Estate Staging Assoc. - RESA. If you have a question for Susan? Send your questions to info@thebulletinmagazine.com



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