

The Forgotten Room

by Susan Crema-Martin

Basements are often overlooked areas for living space or part of selling the space. How many of us just never get around to finishing up the basement because there was so much storage down there? Some of us just find it so daunting to think about going downstairs to part with boxes of items that have been down there for so long – you are not alone!

A basement represents extra square footage to a home which is a lot of space that is often not fully utilized. A great way to find more liveable space in your home is to use the basement to its full potential. Some ideas on how to use your new found space are:

- an extra bedroom for your teen or visitors, an extra family room, a theatre room, an office space or a games room for hockey, pool or ping pong or just a wide open space for the younger children to tear around in and have a game of floor hockey.



To gain the extra footage in selling this space requires planning as well. During staging consultations, I often find that basements are neglected. I always provide my clients with direction on how to portray this part of their property for sale. Many buyers cannot “see the forest for the trees” and in staging a property for sale, this is so true. Buyers cannot visualize a space when it is full of clutter and lacks a function. On one occasion, my client Scott was selling his property with an unfinished basement that was basically a storage area of misfit items. I provided him with a “to do list” for this space using some of his extra furniture that we had deleted from upstairs to create a functioning family room. The first buyer that came through his property was able to visualize himself and make a connection in this space. He purchased this property the same day for over asking.

Basements are an added value to any home – don’t make your basement that “Forgotten Room”.

Thank you to everyone that visited us at the Newmarket Home Show, it was a great success. The winner for our draw was Gloria, from Bradford. 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

