

# Why are closets important to the sale of a home?

By Susan Crema-Martin

“It is just a closet!

Who is going to look in there?

How many times have I heard this from clients?

At the beginning of each of my consultations, one of the first things that I do is assess the front entry and closet. I often explain to the client that buyers are moving for specific reasons and one reason is that they have outgrown their home and need more space. If a buyer sees your property as crowded as theirs, what is the incentive to buy your over stuffed, packed property?

In my experience, I have learned that showcasing spacious, organized closets provide the buyer with a positive reason to purchase your property. Buyers see value in space. Adequate storage is one of the main features buyers are looking for in a new property. I suggest that every closet and cupboard in your home can be cleaned and reorganized to showcase the adequate space your home has to offer.

**Closet at consultation:**

- overcrowded linen closet makes the space feel small



**Closet after staging:**

closet feels larger



Tips on organizing closets:

Empty the closet and decide where each item goes:

- keep
- donate
- throw away
- pack to be moved (i.e. seasonal items)

Keep the closets clean, tidy, orderly and spacious.

Buyers will look into every closet as they get closer to making an offer, therefore desired closets that they aspire to have will give them a reason to consider your home over the one next door. Now is a great time to think about getting organized for this fall season .

**Shoe closet**



**Open concept**



New models and renovated homes are opting for an open concept closet, especially in a mudroom – it is even more important to have everything in place.

*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](mailto:info@thebulletinmagazine.com)*

