

DOES NEW CARPET REALLY HELP SELL A HOME?

By Susan Crema-Martin

New flooring makes a crucial first impression on prospective buyers and brings a property closer to being move in ready. I often have to face clients that do not want to replace flooring because they think it will be easier for the next person who buys their house to pick what they want. I quickly ask them if they like the “honey do list”, and I usually hear, “oh no! I have done that before and I want a place where I don’t have to do all that work”. Therefore, it is important for a professional to look at different options when it comes to flooring to help reduce the risk of a large price reduction when a property goes on the market.

Some popular types of flooring are hardwood, bamboo, cork, linoleum, laminate, stone and cozy carpeting. Carpeting is still a very cost effective way to cover large areas of flooring. Carpeting today can make any room feel warm, rich and inviting, dampen noise, provide a soft and comfortable underfoot, as well as being non-allergenic. Frances McConnell, at KMS Flooring in Newmarket suggests the following:

3 types of carpeting:

FRIEZE: cut pile carpet made with twisted fibre; has a slightly informal look and hides multitude of sins which is great for high traffic areas and will not show footprints; available in a large range of colours and patterns

BERBER: cost effective; typically was multi coloured, but now comes in many solid colours; great for wear and tear; made of olefin which makes it easy to clean

SEMI-TRACKLESS: this style of carpet hides footprints; flat and tight carpeting that does not show marks; popular for hall and stair installations.

HomeGain statistic for replacing or shampooing carpets, on an average cost \$400-\$500, can increase your home price between \$1000-\$1500, which is a 295% (ROI) return on investment.

Let's Cozy up for winter...

This York Region property sold in 4 days for 100% of the list price, June 2011 – staging works



Left:
before

Right:
After with
new carpet
and fresh
paint!



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