

PRESS

Coldwell Banker Previews International HOMES & ESTATES Luxury Living Worldwide Spring 2010

ENCOUNTERS

1) When should a home be staged?

The first rule of staging is to “de-clutter” and “depersonalize” a home, so if it’s cluttered (including too much furniture in a room) and showcases personal photos and memorabilia, its time to stage. Other concerns include heavy window treatments that block natural sunlight, wall-to-wall carpeting covering potentially beautiful wood floors, and dated decorative accessories that add age to a home. Vacant homes should always be staged to give buyers a vision of its potential. A home’s curb appeal is also essential and should be staged to make that critical first impression.

2) When should a home be redesigned?

Homeowners often have beautiful things, but they aren’t sure how to place it to make an impression. A simple re-design can give your home a “makeover” that puts the spotlight your home’s hidden treasures.

3) Do I need to stage/redesign every room?

Not at all, however your priorities should be an inviting curb appeal, a warm and inviting entry foyer, living room that makes a statement, family room wrapped in comfort and togetherness, retreat-like master suite and an appetizing kitchen.

4) What will I get from a professional stager/designer that I can’t learn on my own?

Designing and staging looks easy on TV, but it is a creative talent that grows with training, experience and natural instinct. Professionals offer conceptual knowledge to bring your vision to fruition or create a new one. They know where to shop, will shop on your behalf, and have established working relationships with other service providers to complete the job on time and on budget.

For more information on home staging or redesign, visit

www.makeoverandmove.com.