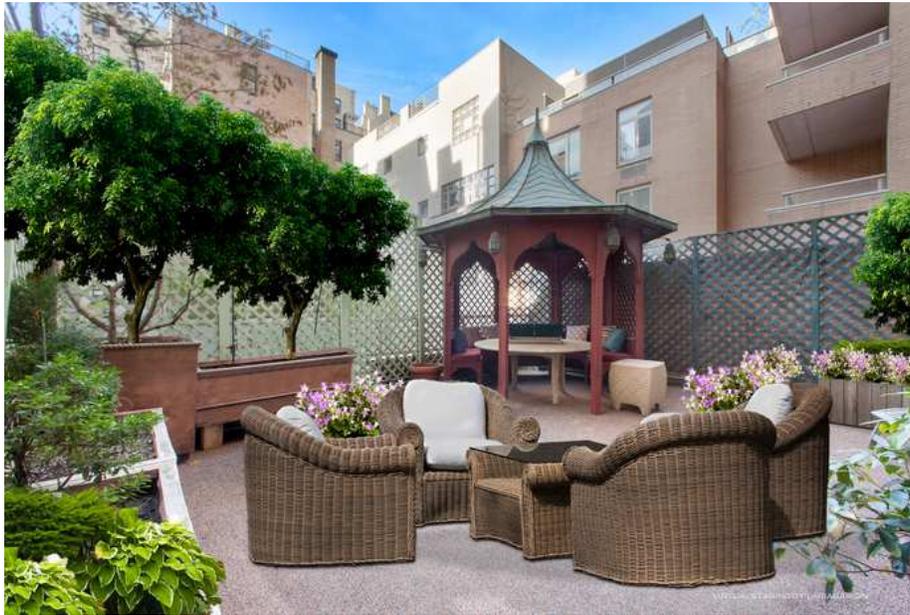


HAUTE RESIDENCE

December 3, 2013

<http://www.hauteresidence.com/carol-staab-talks-curb-appeal-home-staging-winter-months/>

Carol Staab Talks Curb Appeal and Home Staging for Winter Months



In the winter months (depending on climate, of course), it is often even more important to stage a homey, warm and inviting space for potential buyers. What do homeowners need to consider most during this process?

Buyers form an opinion moments after they enter the front door. The condition and how a home is presented are of utmost importance to command a buyer's attention. Buyers need to be 'wowed' to engage their emotional buying triggers.

Besides the basic staging recommendations of uncluttering a home of too many furnishings, thinning out closets, neutralizing the color palette of the home's décor, making repairs and cleaning the home until it sparkles, there are unique challenges to selling a home in the winter months. In order to make a home warm and inviting so buyers can see not just the possibility of living there but falling in love with a home in the winter, it is important for sellers to consider the following: Days are much shorter and darker. Make sure to have all the lights turned on and increase the wattage. Since it gets dark early make sure showing appointments are made at the lightest time of the day if possible. Turn up the heat to make your home warm and cozy. Add warm tone accessories such as pillows and a luxury cashmere or fur throw. Consider using winter seasonal scents such as cinnamon, rosemary, vanilla, lavender. When decorating for the holidays, make sure decorations are subtle and tasteful. If there is a fireplace having it burning during open houses is a way of creating a highly desirable warm ambience. If the home has terraces, make sure that the terraces are cleaned, furniture is placed, seasonal plantings are placed and dead ones are removed. Terraces are a very important and highly desirable amenity so show them off! Turn your master bath into a spa with luxurious thick white towels, bathrobes, the highest quality bath products, soap dishes and other high-end accessories. If possible, have

professional photos shot in spring through summer for marketing purposes so a home can be seen at its best in photos and the websites. That said, your home is ready for its close up!



What are your top recommendations for creating curb appeal?

My top 3 recommendations to create an irresistible presence:

1. Hire a professional stager and have them pull out all the stops to make a seller's property the most attractive among its competitors in its price range.
2. Unclutter, depersonalize the home by removing personal effects as family photos, neutralize the color of the décor
3. If a home is empty when being marketed having it at least virtually (digitally) staged is essential.



Are there any curb appeal mistakes you see sellers or realtors making that should be avoided at all costs? Why?

The biggest mistakes that sellers make are not being able to really understand that when they put their home on the market it is no longer their home but a “product” that must appeal to buyers. Sellers must stop thinking of their home as theirs and start to focus on the target buyers and on the task of making the space desirable so buyers can mentally see themselves living in their home. Another big mistake is insisting on selling their home in “as is” condition and not

recognizing their home's true condition expecting to get top dollar and compete with new construction.

The most common mistakes that brokers make are over inflating the price to get the listing or accepting a much overpriced listing and not educating the seller about the dangers of overpricing. Historically overpriced listings that sit on the market past their sale date and receive multiple price reductions end up selling for less than if priced in the appropriate range from when they were just listed. I have taken countless listings that have expired due to over aggressive pricing and irrational exuberance. The other mistake brokers make is not designing and implementing a very aggressive marketing plan to expose the home to its fullest extent. Avoiding making these mistakes will help sellers achieve the highest price possible in the shortest time.

Learn more about the listing featured in this post [here](#).

To learn more about Carol Staab, visit her Haute Residence [profile](#) and [website](#).