

HOME STAGING

Not just for the rich anymore!

By Deborah Brischler, Resident of Meridian, Home Staging Solutions

With the growing popularity of HGTV, shows like *Designing to Sell*, *Sell This House*, and a multitude of decorating magazines, comes an awareness of the tremendous impact and value that home staging offers. Although home staging has been around for a long time, it is only recently becoming popular in the mainstream. Not quite sure what home staging is? Most people call it decorating homes to sell or 'house fluffing'. I call it preparing homes to sell or to live. And today, home staging is something that can bring that welcoming, warm feeling to any home.

You're probably most familiar with home staging from looking at builder's model homes. You know that feeling...the "WOW" factor. You drive up to a model home... a green lawn, perfectly edged, some nice plants and colorful flowers. The front door...clean, a sparkling light fixture and nice doormat, perhaps a large pot or two with a tree or plants. You walk in the front door. The entrance says, "Come in and stay a while." It's airy and fresh. The rooms flow. There is no clutter. Everything is spotless. Pretty views are highlighted (bad ones camouflaged). The colors are calming. It's peaceful. There seems to be a place for everything and everything in its place. You're feeling great. You're excited.... you're thinking... "I could live here!"

That's home staging...highlighting your homes best features, minimizing it's worst, neutralizing, giving an overall impression of luxury and well lived lives.... and adding some "WOW" factor, so that your home will appeal to the widest range of prospective buyers possible...so it sells fast, and for top dollar!

If you find yourself needing to sell your home, home staging is something you should think about. There's so much more to selling your house than planting a sign on your front lawn and A LOT more at stake. High real estate prices and busy two-income families have made buyers more critical and less willing to "settle" for a property that is not in "move in" condition. In San Elijo Hills, not only are there a lot of resale homes on the market now, but we also have all the new homes and builder's models right here. Talk about competition! Preparing your home to sell is your opportunity to set your house apart from the others in a very competitive market. It's also an opportunity for you to get the largest return on your investment, in the shortest period of time.

No plans to move?...Why not stage your home to live? Why wait until you move to have your home staged? Why not start making those improvements right now and enjoying them with your family and your neighbors. Many of the things that we do in the process of staging a home to sell actually make living



less stressful and more enjoyable. When everything needs to be cleaned it's overwhelming, but when it's all done, the upkeep is so much easier. Clutter is stressful. Go through closets and edit. Whatever you think you'll never wear or use again, goes. Have a garage sale or donate it to charity. (In fact, there's a community garage sale this month in some of the neighborhoods of San Elijo Hills. Take advantage of it!) One man's junk is another man's treasure. It's freeing! What a great feeling to look in your closet and see only the things that you actually wear. (You know what I'm talking about, girls!) Being organized makes life easier and lot less stressful.... Once you're organized, staying that way becomes routine.

Through the years, we tend to acquire things for a certain home or situation. Over time our rooms become cluttered with too many things and too much furniture. We become used to it, and usually don't even notice how crowded our rooms have become. Every once in a while take an objective look around and do some editing. Change the throw pillows, buy

some new towels, use some new bold colors, rearrange the furniture, move some of your art around. It's amazing how some small changes can update the overall feeling of your home.

Consider new plants. Plants breathe life into a room and bring the outdoors in. Don't worry if you don't have a green thumb, there are many high quality silk plants available now. Use some silks in a room with a few low maintenance live plants. Greenery makes any room more appealing.

Displaying special things adds emotion and connection to your living space. So many times people pack away their "special" things and only bring them out for "special" occasions. Every day is a special occasion! You deserve to be surrounded by your beautiful things. You can take out a few at a time and rotate them for a change. What are you saving them for? I laugh when I think of what we do for "the new people" that we think we're not deserving of. Live it up! You deserve the best!

So, give some thought to your home. Could it use a little home staging? Whether you're preparing to sell or just preparing for summertime visitors to your home, home staging is a great way to bring out the best in your home.

Deborah can be reached at Home Staging Solutions @760-290-3535 or dbrischler@cox.net.

Town & Country Design
LANDSCAPE ARCHITECTURE








- AFFORDABLE LANDSCAPE DESIGN SERVICES
- CONCEPT PLANS
- WORKING DRAWINGS
- CONSTRUCTION DETAILS
- CA REGISTERED LANDSCAPE ARCHITECT #4009
- 15+ YEARS EXPERIENCE
- HOA/CCR PLAN APPROVAL
- CONSULTATION

"A GOOD DESIGN MAKES THE DIFFERENCE"
WWW.TOWN-AND-COUNTRY-DESIGN.COM
P.O. BOX 231561 ENCINITAS, CA 92023-1561 PH: 760•744•5090 FAX: 760•744•9407

ANDERSON'S LA COSTA NURSERY

A UNIQUE GARDEN EXPERIENCE

Unusual plants and specimens with a great variety of shrubs, trees and waterplants

Annuals/Perennials
Houseplants/Orchids
Succulents and More!

Plus...
Over 200 working fountains on display, pottery and garden art, a fantastic gift shop and the best greenhouse in Southern California!

OPEN 7 DAYS
9 AM TO 5 PM

www.andersonslacostanursery.com
400 La Costa Ave. Encinitas
760-753-3153