

Tried and True Tips for Getting Your Home Market-Ready

By Jaclyn Perdigao, guest writer

Lafayette- Real Estate Advisor Dana Green is "Setting the Stage for Success" not only as the motto to her career in real estate but has used her staging and design expertise to reposition over 200 homes in the Lamorinda/Walnut Creek areas. Green believes in the power of staging enough to offer it as a free service to her clients.

According to Green, "Staging is a strategic process proven to add curb appeal, increase your home's sales price and decrease the number of days your home is on the market. Prior to staging, I suggest to my clients easy ways they can help the process of readying their home for the market"

Green has come up with four tried and true tips to help improve the look and feel of your home while increasing its value. Even if you're not looking to sell, these tips are great for those who might be interested in realistic improvements.

1. Take a look at your house. Literally go across the street and look at your house. Pretend you are looking at it for the first time, what do you see? What improvements can be made? Take notes on what could bring more curb appeal such as landscaping, exterior paint or simply a new mailbox!

2. Floor It! Getting your carpets cleaned is one of the easiest ways to remove dirt, stains and odor. Although you may not notice that they need cleaning, carpets should be washed professionally 1-2 times per year (especially if you have pets!). If you are in a position to splurge, replacing your carpeting is the best way to go for home improvement.

No carpet? Refinishing your hardwood floors will bring a sparkle to your home you may not have seen in a while!

3. Spruce up your sitting areas. No need to buy a new couch when fun and colorful pillows can enhance the decorative qualities of your living and family rooms. Choose colors that pop but still go with the overall theme of your home. Need more of a change? Add some new paintings to your walls or a few new trinkets to spruce up your mantel.

4. Perk Up Your Paint! Nothing improves the overall look of a home quite like a fresh coat of paint. Whether the inside or outside, paint is quite simply the best way to freshen up. For inside paint, tackle one room at a time and don't move on until you're completely satisfied! Don't be afraid to step out of your color box and try something a little more intense. Designers use the "60-30-10" rule, 60% of color in a room comes from walls; 30% from upholstery, floor coverings or window treatments; and 10% from accent pieces or artwork. Although color is important to build character, remember this ratio when making your decision to ensure you avoid color overload!

Don't rush the process of painting as color tends to make or break a room. Paint a swatch on the wall of the color you are considering and live with it for a few days to see what it looks like in different lighting.

For more information on Dana Green and her services, please visit www.DanaGreenTeam.com.



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