

The Most Wonderful Time of the Year

By Andi Peterson Brown

It's beginning to look a lot like the most wonderful time of the year. And if your home is still on the market, you might be contemplating pulling it for the winter. Hold that thought. Even though real estate activity tends to decline during November and December, the season can in fact be a great opportunity to showcase your home in its holiday best.

Buyers who are out looking during the holidays are usually more serious about their search. To capture their hearts and secure a sale, here are some quick and easy tips for holiday staging.

Keep it natural, keep it simple. While it might be tempting to display your cardboard cut-out Buddy the Elf or put your Clark Griswold skills to the test, it's best to keep things simple and natural at your front door. Beautiful wreaths, poinsettias, and tasteful, classic twinkle lights will put buyers in the spirit and make a lasting first impression.

Keep it natural, keep it neutral. It's important for buyers to see themselves living in your home, and universals such as winter greenery, decorative candles, pine cones, and glass jars of candy canes and marshmallows all invoke the warmth of the holidays and spread good cheer to the widest pool of buyers.

These tips, coupled with the fact that Lamorinda has a very low housing supply, might just make the difference for that one buyer. And remember: it only takes one.



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Embrace the Designs of the Season

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I often marvel at the process of designing seasonal décor for our clients. What starts out as a chore to them, or at the very least a "social obligation" becomes this window into childlike hope where at one moment in time, all things are actually possible.

What you design and bring matters and shifts things! The beauty you create in process with design in the private spaces of your homes, and the public front porches for friends and neighbors in Lamorinda to drive by and be encouraged with, changes the atmosphere in our cities and towns as a whole.

Embrace the beauty, embrace the process and embrace the resonance.

If you would like to join us for a free webinar on Design for the Holidays, this completely free event is hosted online. I will be sharing tips and encouragement for you and yours this season so our beloved Lamorinda can arise and shine brightly as a place of refuge, restoration and hope! You may register for free here: <https://annmcdonald.easywebinar.live/holiday-design-free-event-registration>.



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