

301 Simple Things You Can Do to Sell Your Home Now and for More Money Than You Thought



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Numerous studies show that a house that is well polished on the surface and staged properly will appeal to more buyers, sell faster, and most importantly for more money. You may not be able to improve the market value of your house, but you can improve its marketability. Remember: first impressions count the most. Home Staging is the art of decorating a home to sell fast and for the highest amount. Home stage experts and consultants get thousands of dollars to do what you can easily do inexpensively, with little or no money. Keep in mind this important fact: the way you live in your home and the way you market it for sale are two very different things. In this groundbreaking new book you will learn how small colour changes will increase your home's value, minor repairs and de-cluttering tricks, how to rearrange your furniture and art work, decorating tips and ideas, how to look at your house from the buyer's viewpoint, how to add minor accessories, which items stay and what must go, which minor changes will bring you the greatest return, how to bring out a home's best features, table settings, candles, what photos must go and which ones stay, how to minimise problem areas, how to position your house for the marketplace, what music to play, what scents to spray, how to use design psychology techniques, lighting techniques, landscaping secrets, what to do with garages, basements and attics, what colour you should never use, how to ensure a positive traffic flow through rooms, how to use mirrors and natural light, and much more. This exhaustively researched book is the ultimate resource for novices and pros alike; it will guide you through every step of the process with hundreds of innovative ideas that you can put to use right away. This book gives you the proven strategies and innovative ideas used by the experts everyday that you can easily do yourself. The book also includes a full-colour insert packed with photos of before and after shots!

作者介绍:

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