

HOME STAGING BY SPC

TAKING CURB APPEAL TO ANOTHER LEVEL

NEWSLETTER

LATE SUMMER 2011

BEFORE YOU LIST STAGE

That all important first impression can not be overstated when marketing real estate. Today's buyer is doing most of their leg work online. Before they ever enter a house or an apartment, they have viewed many others online and are forming a vision of their dream home. If the pictures are not enticing the home will be passed over and the buyer will move on to the next property.

A well staged home will photograph beautifully and as they say "A picture is worth a thousand words.". Pictures need

to capture the imagination of the viewer. It is essential for a buyer to be able to picture themselves in the photograph, living in that space.

Pictures should clearly define the function of each room. If the room is a mystery, with no obvious purpose, then the buyer will not be able to imagine themselves and their family living there.

Joanne Bechhoff is the Owner & Founder of Home Staging by SPC. You can reach her at 631-878-6143 or joanne@stagingbyspc.com.



The Lanai

- The Lanai should always feel open and airy.
- Tinted windows or window treatments to filter the hot summer sun are a must.
- Furniture should reflect outdoor living.
- Incorporate live plants to bring a sense of life to the space.
- Keep the floor space open and free from clutter.
- Splashes of color utilizing flowers or pillows create drama.
- Remember, light, airy and cheerful is the goal.



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HOME STAGING
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2011 Seminars

September 17, 2011

"How to Prepare Your House To Sell"

by Joanne C. Bechhoff of Staging by SPC

"Real Estate Listing & Selling Tips"

Professional Realtor to be announced

10 AM - 12 Noon

Home Staging by SPC

30 Dayton Avenue, Manorville, NY 11949 / Nearest cross street: South Street

Fee: \$25.00

Seating is limited

Please RSVP to 631-878-6143 or Register online at www.stagingbyspc.com

Seminars are designed to give a homeowner/seller solid practical advice on how to prepare a house for sale. Check our website for more seminar dates and topics. www.stagingbyspc.com

Services Offered

Home Staging

Redesign

Staging for Entertaining

Realtor Services &
Seminars

Homeowner Services &
Seminars

Fresh Paint

Fresh paint is a simple way to brighten up any space and bring it into the 21st century. It is also one of the least expensive ways to make a dramatic change. Change that can take a room from "ho-hum" to "WOW!".

Paint fades and becomes discolored as you live in your home. Many homeowners do not realize how dingy and dirty their paint has become over time. The contrast as fresh paint is applied to

the walls and trim can be staggering. The entire look of a house is rejuvenated.

There are many new colors and paint finishes available today. There are self-priming paints that provide more thorough coverage with fewer coats. Also, paint with low or no VOC's (Volatile Organic Compounds) are available from almost all manufacturers today producing a more eco-friendly living space. Paint is an investment that definitely yields a return for the seller.

Late Summer Cleaning Tips

- If you have a pool, keep it clean and the filter in good working condition and *Quiet!*
- Pool towels should not be strewn about in disarray.
- Outdoor furniture, pillows & cushions should be clean to help create an inviting space.
- Keep the hose and gardening paraphernalia neatly tucked away in the shed or garage when not in use.
- Put out fun summer linens. Buyers like a cheerful inviting space.

Entertaining Tips



The presentation is everything. Serving drinks in festive glasses makes entertaining fun for the hostess as well as the guest. Enjoy!

All original content photographed, written and edited by Joanne Bechhoff, Professional Stager and Frankie her Personal Assistant.



Frankie says:

"Remember to keep the laundry area free from laundry when you are showing the house."

"First, hire a Professional Stager, then hire a good Real Estate Agent."

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