

Here's Some 'Staging' Advice So Your Home Will Sell Better

By **JIM SMITH**
Jefferson County Realtor®

In an earlier column I described "staging" as a new trend in marketing homes and mentioned that I pay a professional stager, Hilary Ellis of Simple Solutions, to advise my clients on what simple and low-cost steps they can take to make their homes "show better."



Well, every house that Hilary has staged for me has sold much faster than competitive listings, so I asked her for some general advice that I could share in this column. Here's some of what she told me.

- ▶ Maximize the size and best feature of every room. Arrange or remove furniture to make the space look and feel larger and accentuate the positive. Framed mirrors can really add dimension to any room, as well as make it feel larger
- ▶ Open all blinds or curtains to allow natural light into every room, as long as there is not an overheating or glare issue. Make sure window coverings are in good shape
- ▶ Remove all personal photos and "collections." Buyers are naturally drawn to these, and are distracted too much from the house
- ▶ Organize closets and cupboards. Overly filled closets and storage give the impression that they are inadequate. It helps if the closets look professionally installed
- ▶ Remove everything on the top or front of the refrigerator. Such items distract a buyer. Appliances that are clear look more modern
- ▶ Stick to one color scheme in the bathrooms. White looks most "crisp"
- ▶ Remove all fuzzy toilet seat covers and toilet rugs, leave toilet seats down and replace any seats

that are chipped or look worn

- ▶ Make any functional repairs — sticky doors, drippy faucets, broken fences, marks on the walls
 - ▶ Replace burned out light bulbs
 - ▶ Clean all windows, both inside and outside
 - ▶ Clean/dust all fans, light fixtures and light switches
- And don't forget the exterior, particularly in the summer months. The adage that "you don't get a second chance to make a first impression" definitely applies here!
- ▶ Trim all trees and shrubs—remove any dead matter
 - ▶ Keep the lawn mowed and watered — pull those weeds! And keep the lawn cleared of dog poop!
 - ▶ Set up any patios or decks as usable entertaining areas
 - ▶ Put garbage cans, yard debris, and building materials out of sight.
 - ▶ In winter, make sure the driveway and sidewalk are shoveled and kept free of ice
 - ▶ Take a good look at the house from the street; does it need painting or touch-up, especially on trim work? Topiaries or pairs of planters at the front door and freshened mulch can add greatly to its appeal.

Mortgage Update

By Jean Rowe, 303-601-4035

Oil prices moved higher and the July employment report was disappointing. Stocks fell and bonds climbed on Friday. The Fed is expected to raise interest rates by a quarter point this Tuesday. With all of this... **MORTGAGE RATES HAVE DROPPED!**

30-year fixed: 5.625% (APR 5.742%), P & I \$1151.31.

5/1 ARM (fixed for 5 years): 4.625% (APR 4.715%), P & I \$1028.28.

5/1 ARM (interest-only for 5 years): 4.875% (APR 5.07%), P & I \$812.50! (P & I = principal and interest)

This Week's Featured Listing

Penthouse Condo: \$139,950

Although not far from 6th & Union and the Cold Spring Park-n-Ride, you'll think you're in a quiet suburb in this top-floor 2-BR, 1,174-sq.-ft. condo. This is the largest of the Snowbird Condos. When I first saw it, I liked the south facing windows with large over-



380 Zang Street, Unit 301

hang, which lets the winter sun in but keeps the summer sun out. I also liked the stone fireplace, vaulted ceiling and skylight in the living room, the master bedroom's unexpectedly large walk-in closet, and the separate laundry room. The low monthly maintenance fee includes use of the swimming pool and tennis court which is on the other side of the building. Includes a 1-car detached garage and a reserved outdoor parking space, plus lots of guest parking. A great buy!



Presented By:

Jim Smith

303-525-1851

www.JeffcoHomes.info



Buy or Sell With Jim Smith, And Get Free Use of His Big Moving Truck—See Website for Details!