

## Hot New Trend in Listings Is 'Staging' Home for Sale

By **JIM SMITH**  
Jefferson County Realtor®

How well a home "shows" can make the difference between selling quickly for the right price or languishing on the market with a succession of price reductions, especially when the inventory of homes for sale is high.



That's why Realtors are increasingly advising their sellers to hire a professional to advise them on "staging" their home so that it shows well.

There are two kinds of "staging." One is for vacant homes, where furniture and accessories are rented so that the home looks "lived in" and neat. That's not the kind of staging I'm talking about in this column.

I'm talking about an occupied home, where a professional consultant works with what you already own to make sure the home shows as well as possible. The advice may include some or all of the following:

- Remove clutter — store it neatly in the garage or rent a storage unit.
- Reduce and/or rearrange furniture or area rugs for best effect.
- Remove personal photographs (of you, the kids, relatives)
- Open or close (including partially) certain shades or blinds for views, glare or privacy.
- Organize closets — everyone looks in your closets (sorry!)
- Move or add plants and flowers; baskets of fruit help too.
- If you have a bread machine, make cinnamon bread just before an open house for the aroma it creates.

Personally, I so believe in the value of such professional advice

that I have decided to pay for this kind of professional consultation on all my listings. If you don't want to list with me, however, you may call Hillary Ellis, the professional staging consultant whom I have retained for this purpose. She's great! Her number is 720-203-1740. She operates under the name "Simple Solutions," which is just what she offers her clients.

If you want to see how effective "staging" can be, ask me or another Realtor to show you the "Featured Listing" below, or last week's featured listing, 5763 Secret Court. The sellers of each of these homes told me they were pleased with Hillary's suggestions and implemented virtually all of them. As a result, these homes will probably sell quickly.

Do you have a subject you'd like me to write about in this column? Call me at 303-525-1851 or email me at [jimsmith@remax.net](mailto:jimsmith@remax.net).

### Mortgage Update

By Jean Rowe, 303-601-4035  
Clarion Mortgage Capital  
"Keeping Your Interest at Heart"

30-year fixed conventional loans rates were at 5.5% (based on minimum \$150,000 loan) as this week began. It's a great time to buy or refinance!

Do you want to buy a home while rates are so low, but don't have a lot of money to put down? There are many options now that may allow you to do just that. Some programs allow up to 100% financing. **Call me for a no-hassle (and no cost) pre-approval.** Find out how you can qualify and live your dream of owning a home that you love.

### This Week's Featured Listing

#### A Mesa Meadows Gem for \$434,900

- ◆ 4 Bedrooms, 3 Baths
- ◆ Main Floor Study with Closet Could Be 5th BR
- ◆ 2,777 Finished SF
- ◆ Walkout Basement
- ◆ 2-Car Extra Tall Garage
- ◆ Great Master Suite
- ◆ Incomparable Views
- ◆ All Appliances Included — Refrigerator, Washer, Dryer, Even the Plumbed Natural Gas Grill on the Rear Patio
- ◆ Freshly Painted, Both Exterior & Interior - Shows Great!



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