

the
refreshed
home



Home Staging | Redesign
Interior Decorating

Marie Graham

20 North Broadway | Suite 347
White Plains NY 10601

914.607.2895

marie@therefreshedhome.com

therefreshedhome.com



Accredited Staging Professional
Interior Decorator

SELLERS THINK THE DARNDEST THINGS: Strategies and Snappy Answers For Sellers' Biggest Misconceptions

To best engage sellers, be able to explain things in a way they **don't expect!** Here are some of my answers for typical seller pushbacks on getting the property to be its market ready best.

Cost

1. No matter what you do, always less costly than a price reduction
2. **How will you know costs unless you talk to someone first?**
- 3 ***ALWAYS*** check with your financial professional, but **IRS often considers expenses to prepare a property for sale as deductions against the proceeds** in the tax year the property is sold.

Bad paint colors

- Walls are the biggest surface area, and make the biggest impression. Outdated, screechy, overly personal-**overly anything-will be what buyers remember**

"I just painted"

- Define "just"! If truly recent, and done properly, you're just adding another coat of color on the walls, and will be a fraction of what they already paid.

White walls

- The **kiss of death** in photos. **They read** flat, cold, sad, dirty and/or uninteresting.
- Off-whites don't read any differently. **Color warms, fills, balances and updates a space.**

Wallpaper

- Worse! It's a **real timestamp**, and **does not age well**.
- **More premeditated** than other personal décor; it's **your personality, glued to the wall**.

Renting furniture is not the only option for vacant spaces. Borrow, even buying new could be their best investment.

We'll offer the right buyer an allowance

- Bad listing photos = buyers not showing up
- Buyers will **overestimate costs and hassle**. (secure estimates for potential buyers to help mitigate this).
- Don't turn showings into a treasure hunt, you're training buyers to 'find' other things they object to

the refreshed home



Home Staging | Redesign
Interior Decorating

Marie Graham

20 North Broadway | Suite 347
White Plains NY 10601

914.607.2895

marie@therefreshedhome.com

therefreshedhome.com



Accredited Staging Professional
Interior Decorator

Snappy Answers

2.

Too much personal décor.

- Pick your battles and know what works in your market
- Don't get pulled into evaluating the degree of distaste
- Buyers who can tell what seller situation is will use it against them
- Kind and direct works best. No matter what it is, let your line be anything a buyer will remember more than the space needs to go

Odors

- **A function of life**, and living.
- Creative names-poker night, sushi night, teen age boy smell, Hawaiian Paradise air freshener etc
- Be kind, but direct
- **Third-person**, people have allergies to sprays, oils, candles
- These also **create suspicion**
- You'll get used to an odor after a while. **Remember your first impression**, address it when you have established rapport.

Carpet that needs to go

- Carpet **holds the debris of life**
- Allergies, asthma are **epidemic** among children.
- If not feasible (ie plywood subfloor) clearly new and neutral carpet is next best choice. Small to average rooms could find **good buys on remnants**

Too little interest

- A flat, or denuded space is not a staged space
- We are sending your house on its first date
- Vanilla is top ice cream flavor, but not great for photos. Wouldn't you choose sprinkles if you could?
- Underwhelming does not 'read' on a 2" cell phone screen

Let buyers use their imagination

- No. Maybe 5% can, but most of them can't be bothered, or don't trust their judgement.
- Is it working for new spaces you're looking at?

Serviceable but outdated

- Buyers draw conclusions based on what they see.
- Shabby, outdated décor, neglected or bad repairs **makes them wonder** what else has been neglected, will need to be updated

Curb appeal

- **Your houses' first date**
- **Buyers drive by-at all hours!**

General cleanliness

- **Pre-listing deep clean is expected**
- **A huge de-stressor**