

The 8 Most Impressionable Moments...

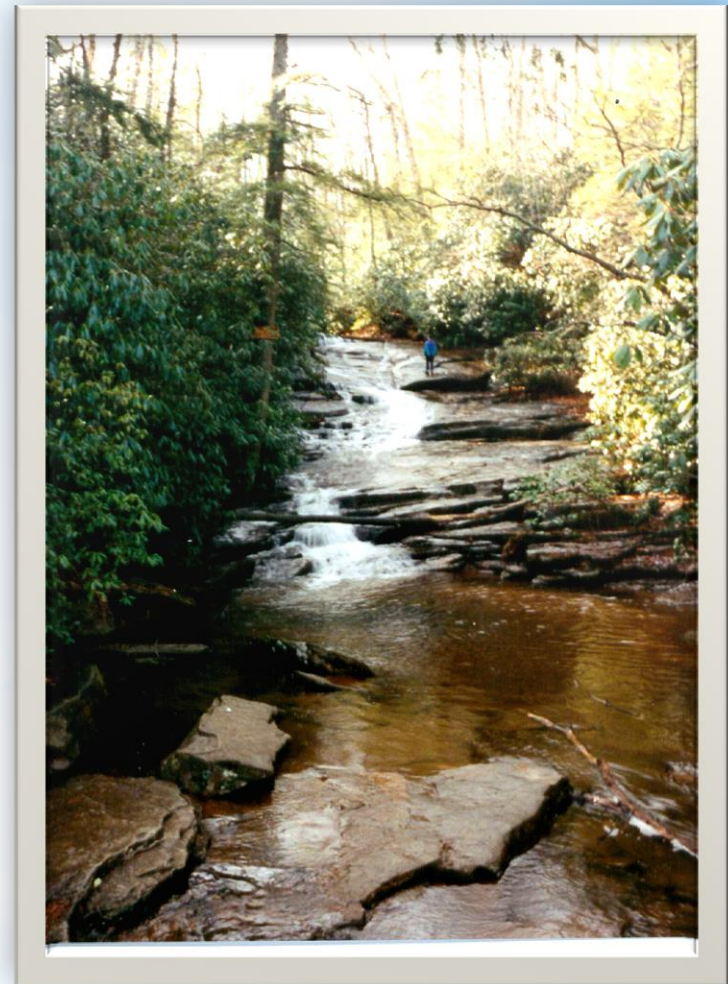
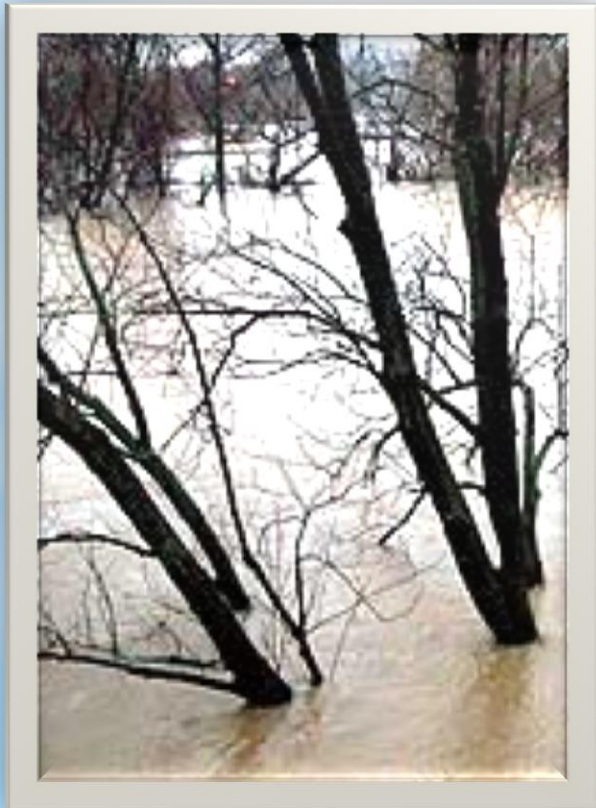
When SELLING a HOME using FENG SHUI

BEWARE: Fail one of these “TESTS”
and Getting an Offer Becomes More Difficult



The Idea of **CHI or Qi**

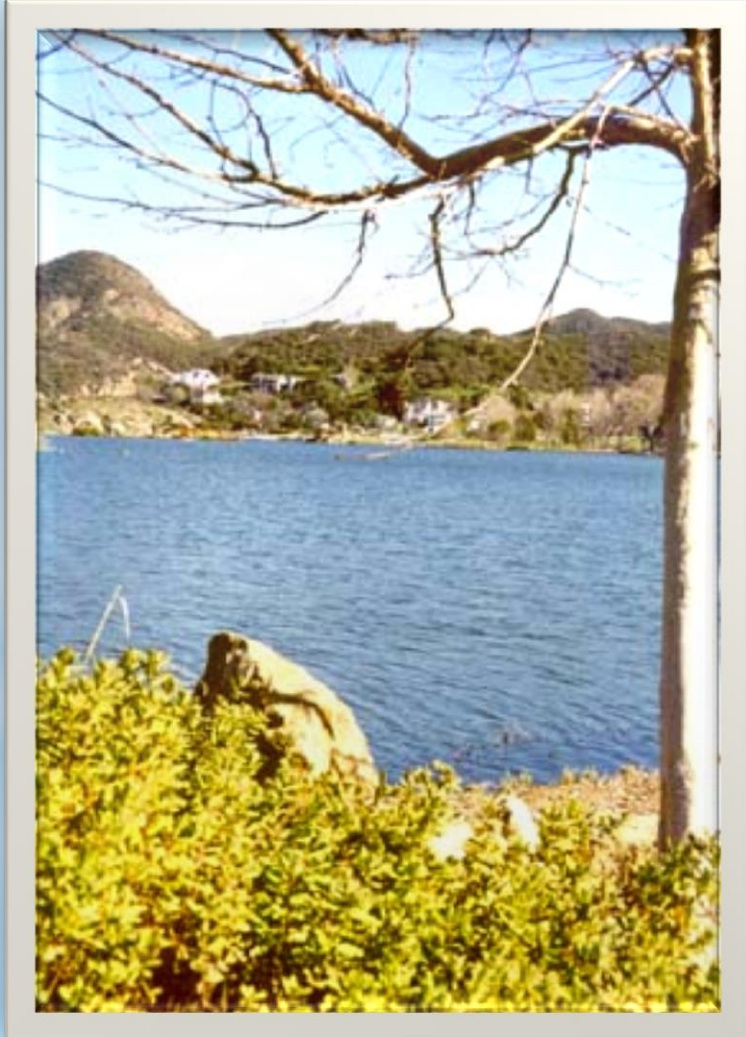
- * Chi is our life spirit
- * Chi is energy
- * Chi is everywhere



#1 goal of Feng Shui is to make
sure Chi is abundant and is
under control

The Perfect Building Site

that impacts placement of everything



* The most important element to the Feng Shui of a dwelling is.....the surrounding environment

* A classic Feng Shui location looks like an "armchair"

* It should have a high hill for a back

* The sides have smaller hills or a stand of trees

* You can see a long way

* Referred to as the "Classic Armchair"

This concept is used Inside and Outside with Feng Shui

Safety and Security

We Haven't Changed Much in Thousands of Years

Our 1st reaction when entering a new environment....is it safe??

When a person is unsure or feels insecure, they are...

- much less focused when viewing a home
- much less comfortable inside
- they tend to stay less time in our listing
- and have poor recall of the good features

That can't be Good for our client!



You need to “ACE”
these 4 Big “D”s to sell quickly

**We are going to start with a
(sort of)Space Clearing**

De-Cluttering

De-Personalizing

Detailing

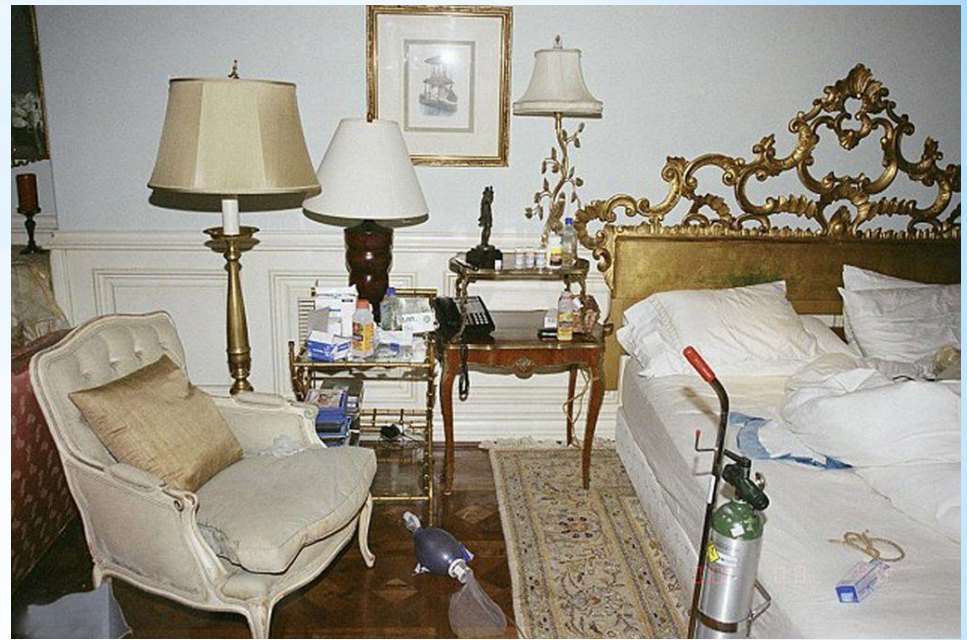
Deep Cleaning

De-CLUTTER!



- * Too much of anything makes a room feel smaller
- Feng Shui is about having room for new opportunities!
- **Limitation** is (a very) naughty word in Feng Shui

- * Family and personal photographs, and....
- * Extensive collections
- * Religious items
- * Items that might offend
- * Personal hygiene items
- * Medications and health care items (see picture)



De-Personalize

Detailing

* Detailing means taking care of repairs

* In Feng Shui, if something does NOT work (no matter how minor), you have bad Feng Shui and it creates undesired stress



Deep Cleaning



* A deep cleaning changes the feeling greatly!

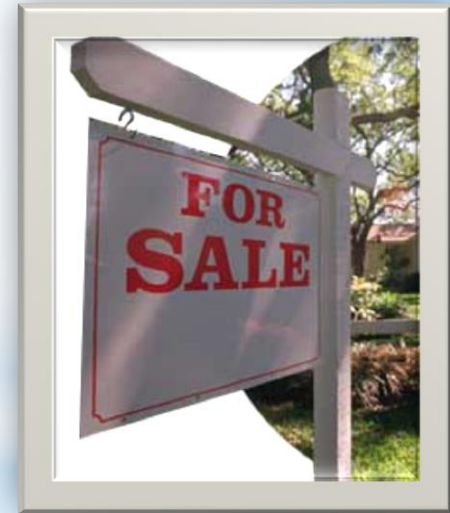
* Deep cleaning is a top to bottom, complete cleaning

NOW.....The 8 Most Impressionable Moments

Selling a home using FENG SHUI

Pass a series of TESTS to SELL Quickly

- *Test 1: Curb appeal
- *Test 2: the Walk to the front door
- *Test 3: the Entrance
- *Test 4: the Foyer
- *Test 5: Room of 1st impression
- *Test 6: Ease of Movement
- *Test 7: Kitchen
- *Test 8: Master Bedroom



The 8 Most Impressionable Moments When Selling

Understand the Importance of Curb Appeal?



*Bad Curb Appeal = Long Time on Market

*Small Budget? Spend every cent on the Outside!!

*Use Feng Shui techniques outside to **ATTRACT**,
EXCITE, and to help with **RECALL**

Shape of the Flower Beds

Best Shapes:

- * Circular garden
- * Curved beds



Draw Attention 24/7

*Feng Shui - draw continual attention

*Ask owner to leave lights on at night

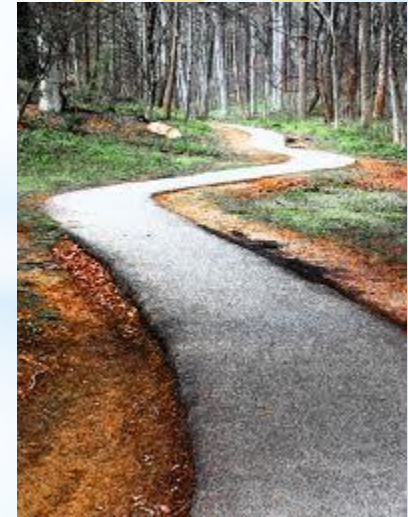
*Color, light and movement draw attention to a home

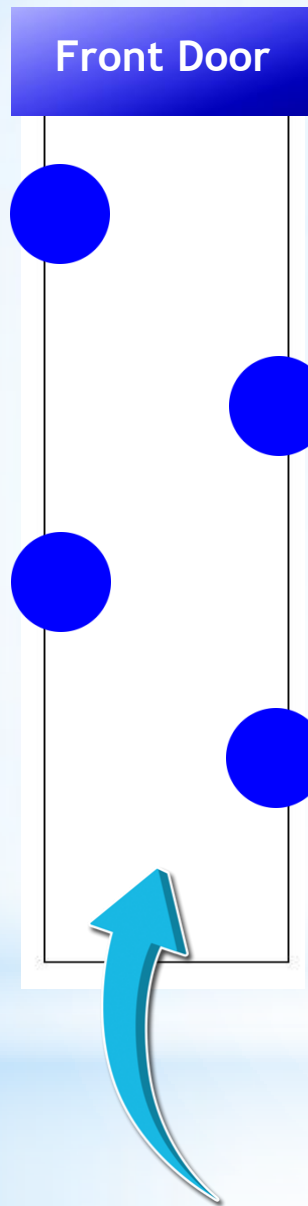


* Get the flow of energy under control, by getting it in a meandering pattern

* When chi is slowed down correctly, it stays longer and it gets to all areas of a home. The “feeling” is more positive!

FLOW





"Pin Ball"

- * How a straight path is corrected
- * Create the Meandering Pattern by using obstacles

The Front Door

Contrasting color with exterior

No squeaks or being difficult to open

Frame the door with rounded pots!



The Mouth of Chi

The Five Senses

handle them immediately to put the buyer at ease

- SCENT
- FEEL
- SIGHT
- SOUND
- TASTE

Lets start with scent or aroma. The scent should be more **YANG**. Yang adjectives are **active** and **awake**.

Some Yang aromas are **citrus, cinnamon, vanilla,** and **peppermint**

Inside it is Important to Get the Chi into a Meandering Pattern Quickly





Creating Focal Points



Furniture

- Usually the largest piece of furniture can become the focal point...bed, couch, dining room table



Paint

- You can create a focal point wall by painting one wall a different color



Lighting

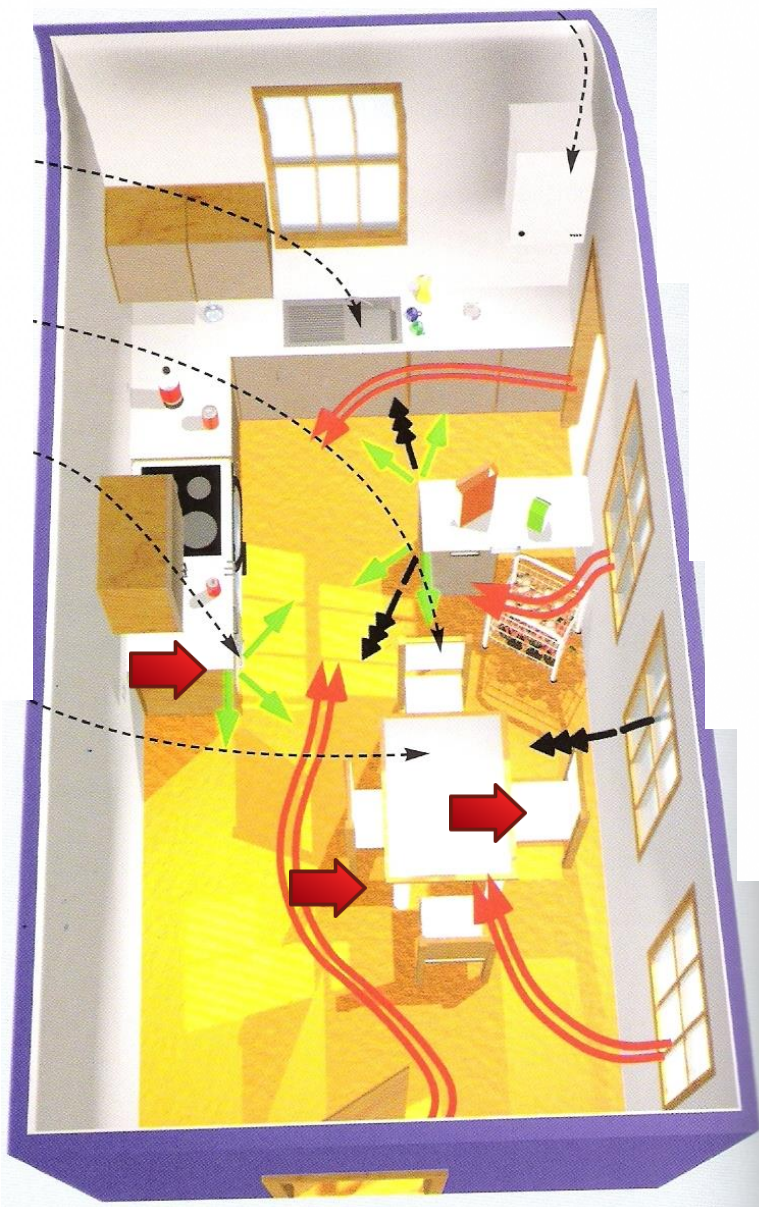
- Use light to help draw attention to an area

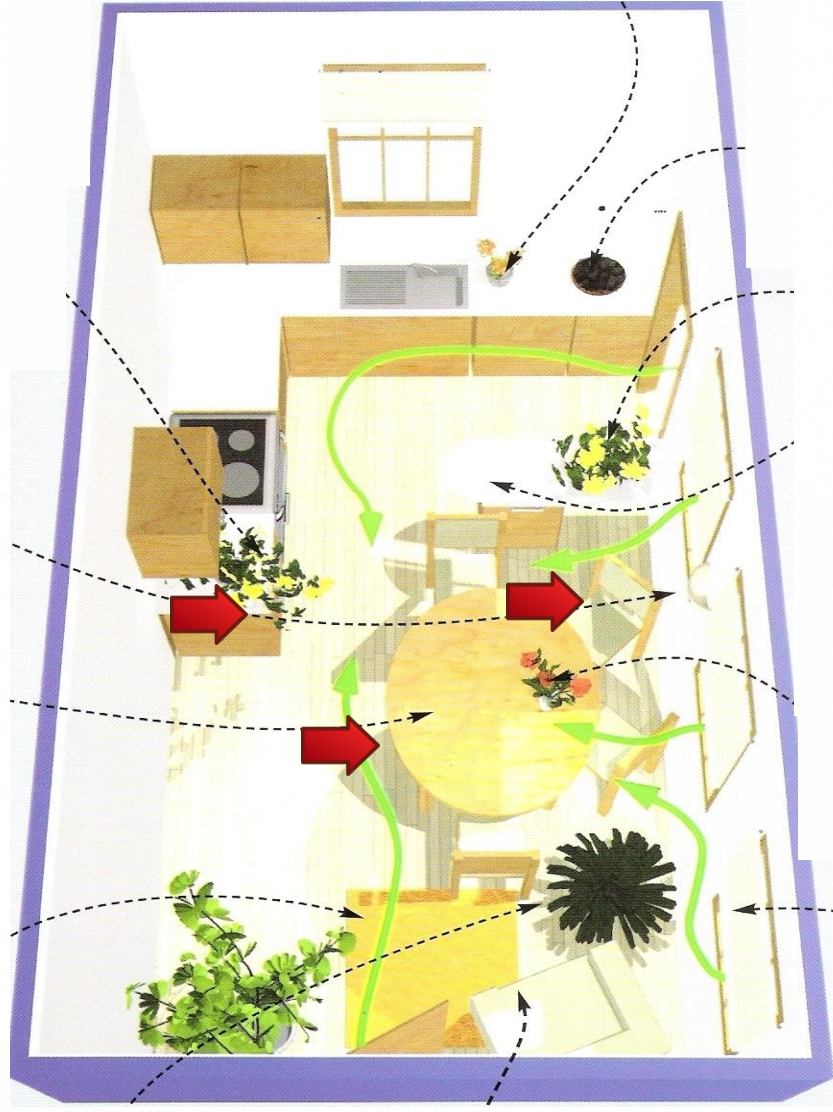


Artwork

- Large colorful art can provide a focal point for an area

Each Area or Room Needs a Focal Point to Draw Attention





Bedrooms

- * Restful sleep is essential to our health, and therefore directly to our success in life
- * A buyer may subconsciously feel they won't get a good night sleep!!
- * Busy wallpaper is too energizing for restful sleep
- * A strong yang color on the walls is also a problem



Symmetry

Show it in Master Bedroom

There are two forms of object balance: symmetrical and asymmetrical

Symmetry:
each side
mirrors the
other

Asymmetry refers to an imbalance, such as objects of different sizes

Symmetry is more restful: **YIN**



**Bedrooms, Baths,
and a Study**

Asymmetry is used to add visual motion and excitement: **YANG**



**Use in Social
Rooms**

Position of the Bed

***We spend more time in bed than anywhere else. Use the Classic Armchair!!**

***Common Problems**

- * Sleeping with feet toward the door**
- * Window behind the bed**
- * Mirror facing the bed**
- * Television in room**
- * Office or work station in the room**
- * Wires/clutter under the bed**
- * Open bathroom door**



Thank You For Attending!



My website is

www.TheFengShuiCure.com

May the chi (always) be with you!!

Steve Kodad