

Stop Confusing Home Buyers!

It's said that a confused mind never buys. This is as true for home buying as it is with any other purchase.

Home Staging, and in particular Home Stagers, specialize in properly preparing homes for sale by stopping the confusion so that buyers feel confident in their purchase and sellers feel secure in the presentation of their home.

As most of us know, people buy on emotion and justify it later with logic. So the last thing we want to do is make potential buyers think—or be in their heads—when shopping for a home.

Thinking is hard work, and buying a home should be an enjoyable experience.

Bottom line, the more we make buyers think, the more confused they become and the less likely they are to buy.

But the opposite of a confused mind is a quiet, or clear, mind, and a clear mind is more likely to buy.

Since we're asking potential home buyers to make one of the biggest investments of their lifetime, we want to make sure that they are excited about their purchase.

Here are a few guidelines for keeping home buyers out of their heads and in their hearts when viewing your home—both in person and online.

- **Don't overwhelm your buyer with too much stuff or visually busy spaces.**

Too many small and personal items distract home buyers.

If people are looking at your family photos and trying to figure out whether they know these people, then they're not looking at what they're buying—like the windows, fireplace, moldings, hardwood floors, and the views.

The key is proper editing and arrangement of each space. Keep items that warm and enhance a room's best features and eliminate those that distract.

- **Don't underwhelm your buyer by removing so many items that the spaces feel abandoned, cold, uninviting, or even small.**

Believe it or not, over-decluttering is a thing. Finding a balance between too much and too little is the secret.

- **Don't give too many options for how a room can be used.**

Remember, home buying is like speed dating.

Within seconds, buyers are trying to figure out the identity (or purpose) of each space—does it meet their needs, are they attracted to it, and do they want to make a lifelong commitment?

To help your buyers fall in love and commit, you want to define each space. Give each space one solid purpose.

- **Create a consistent and cohesive look and feel throughout the home and property.**

The eye naturally gravitates to anomalies—those things that are unexpected or out of place.

Sesame Street's song "One of These Things" says it best. "One of these things is not like the others. One of these things doesn't belong."

Stage every area, both inside and out, to create unified spaces that fit together.



- **Know your target buyer.** Understand who already lives in your neighborhood or building. Are they single, first-time home buyers, young families, or retirees? When decorating your home to sell, cast a wide net to appeal to the specific needs and wants of your target audience.

To sell your home quickly and for top dollar, follow these simple rules when preparing your home for sale. By giving your potential buyers the information, certainty, and clarity they need without overloading them with options, you will make their buying experience more enjoyable, their decisions easier, and turn a prospect into a buyer.



Susan Atwell, home staging expert and president of *AtWell Staged Home*, is known for her ability to showcase the beauty and character of any for sale home so that it sells high and sells fast.

Let Susan show you how quick, economical, and fun it can be to stage your home beautifully using what you already have.

Ready to sell? Call now for a free phone consultation. Still thinking about it? Sign up for free home staging tips, tools, and transformations at www.StageEveryListing.com

914.525.0454 | Susan@AtWellStagedHome.com | www.AtWellStagedHome.com