

## Smaller Than a Shoebox

I had the pleasure of staging a home for a family in Northern Virginia. On the day we had our first consult I explained how important it was that once you decide to sell your house, you must not think of it as "Your Home" anymore. When staging is successful, it's because the Stager presents that home so it appeals to the majority of people that will walk through the front door. Sellers must understand that the buyer has come to see this house because it already fits most of his buying guidelines. The home is probably in the school district or area he intends to purchase in. It has approximately the right amount of square feet, bedrooms and baths to fit his needs.

Now, what would make him choose your home over the other 10 he has already walked through?

Not everyone likes Early American décor, South Western motif, purple and yellow flowered walls or a bright orange kitchen. You might think these things may be your homes strong selling features, but in reality you are narrowing down the list of prospective buyers that would consider your house.

The homeowner I was working with tried valiantly to go along with a change to a neutral but appealing décor but every morning upon my return to her home, all the nice little Americana decorations found their way out of

the box I packed them in and back on the coffee table, bookshelves and mantel. I think she thought I wouldn't notice! We finally came to an agreement on decluttering and packing all things smaller than a shoebox in preparation for the move.

Divorcing yourself from your prized possessions is difficult but necessary when trying to neutralize your house for resale. Small figurines, personal pictures and collections should be packed away before showing your home.

Minimal but appealing art and décor is recommended to make the room look larger and create enough space so the buyer can freely imagine his belongings in the house.

Remember, if it's smaller than a shoebox, it's clutter to people viewing your home. Pack it away and look forward to showing it off in your new home!

Leslye Cushing Certified Professional Stager and  
Interior Redesigner  
Creative Room Makeovers  
[les@creativeroommakeovers.com](mailto:les@creativeroommakeovers.com)