

STAGING FOR YOUR YARD

This is the last article on my series of “Staging Your Home”.

Before I offer some *staging* ideas for your yard, I would like to recommend a simple, thorough cleanup of your yard and a close visual assessment. First, stand at the edge of the street at the front of your yard, look back at your house and then ask yourself these important questions: Does it look like this yard or home exterior will need a lot of work? Does my home look inviting? These questions will help you see what work needs to be accomplished in order that you will have the most buyers view your home and assure that you get the best offers from those buyers.

Looking at these questions systematically, let's start with your front lawn. Be sure that it is weeded, well fertilized and watered. Green and lush it must be. It must also be edged and trimmed meticulously. Take a look at your driveway. Thoroughly clean off any oil spills. Apply a coat of sealant to freshen it up. Make sure the driveway and sidewalks are kept completely clear of toys, tools and garbage.

If your siding and/or trim need paint, this is the time to do it. Otherwise, buyers will discount their offers by probably double what it would actually cost you to have it done. The same applies to your roofing.

Next, take a good look at your front door. Is it spotlessly clean and freshly painted? Try adding a perky, up-to-date paint colour to it. It is amazing how that can make people want to see inside your home. Adding a tasteful wreath to your front door and a traditional WELCOME mat are other positive touches.

Weather permitting, add tubs of brightly coloured flowers to your front step and walkway. Prune your trees and shrubs and fertilize them so they will soon look their very best. Add some wind chimes. They provide a welcoming atmosphere as the prospective buyer approaches your front door. By the way, be sure the lock mechanism on your front door is oiled and working perfectly.

Consider adding a re-circulating fountain to the decor in your yard. Create a serene setting by adding a comfortable chair, bistro set or park bench beside the fountain. Presenting a spot to relax in presents a soothing retreat to the buyer.

In the backyard, be sure to paint your fence even if it's only beginning to need it. Store everything inside that you can or better yet, remove it. Find an out of the way place for your garbage can. Add a profusion of potted flowers to your deck and patio.

People buy homes, not houses. That is why “staging” works.

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