

Avoid Home Decor Fads

By ALEX MASON | Green Shoot Media

Whipping your home into shape when you are ready to sell can be a long and expensive process. Wise decision-making and careful research can turn to cash in your pocket.

Before you begin remodeling, be sure to research the housing market for what's hot and what's not. This little bit of leg work will not only save you money, but it also may add a tidy profit on the final sale of the property.

AVOID THE FAD TRAP

When a new fad craze hits the housing market, even the weirdest and wackiest of ideas may seem right at the time. However, in retrospect, how many times have you looked at an old photo of outlandish wallpaper designs and been able to pinpoint the era to the disco days of the 1970's?

Just because a lot of people have succumbed to faddish culture does not mean the decor is taking you in a profitable direction. Today's smart, savvy home buyer looks ahead to sum up their re-sale value and will shy away from costly corrections to fad ideas.

An example of the remodeling and decorating fad track is the conception of the great room. This outdated and over-emphasized use of living space has been a turn-off when buy-



© FOTOLIA

Neutral colors and decor give potential buyers a clean slate from which to visualize their future home.

ers are searching for homes built in the 1980s.

The expansive living space can be nice, but many of the traditional great rooms are poorly laid out and waste space.

KEEP IT CLEAN AND CLASSIC

There is no substitute for a classically designed home that makes the most of every nook and cranny of living space to satisfy generations of owners to come.

Built-ins, such as the 1970s wet bar, overbearing bookcases and too many closets can detract from the flow of the floor plan and close off the room for the new owner's lifestyle. Less is best, so when you wish to remodel, try to keep the rooms open and spacious and free of unnecessary built-in obstacles.

The classic approach to color is also an asset to your real estate sale. Plain white walls throughout the entire home are appealing to most buyers, as it

enables them to clear their minds and envision their own belongings in the home.

In addition, bright white walls have the ability to make your home seem larger and ready to decorate from scratch by the new owners.

Soft, muted shades in neutral hues are another big crowd pleaser and can make a big impact if the walls are fitted with crown moldings. Red, orange and way-out green paints should be avoided when you are ready to go to market.

REAL ESTATE 101

To Stage or Not To Stage

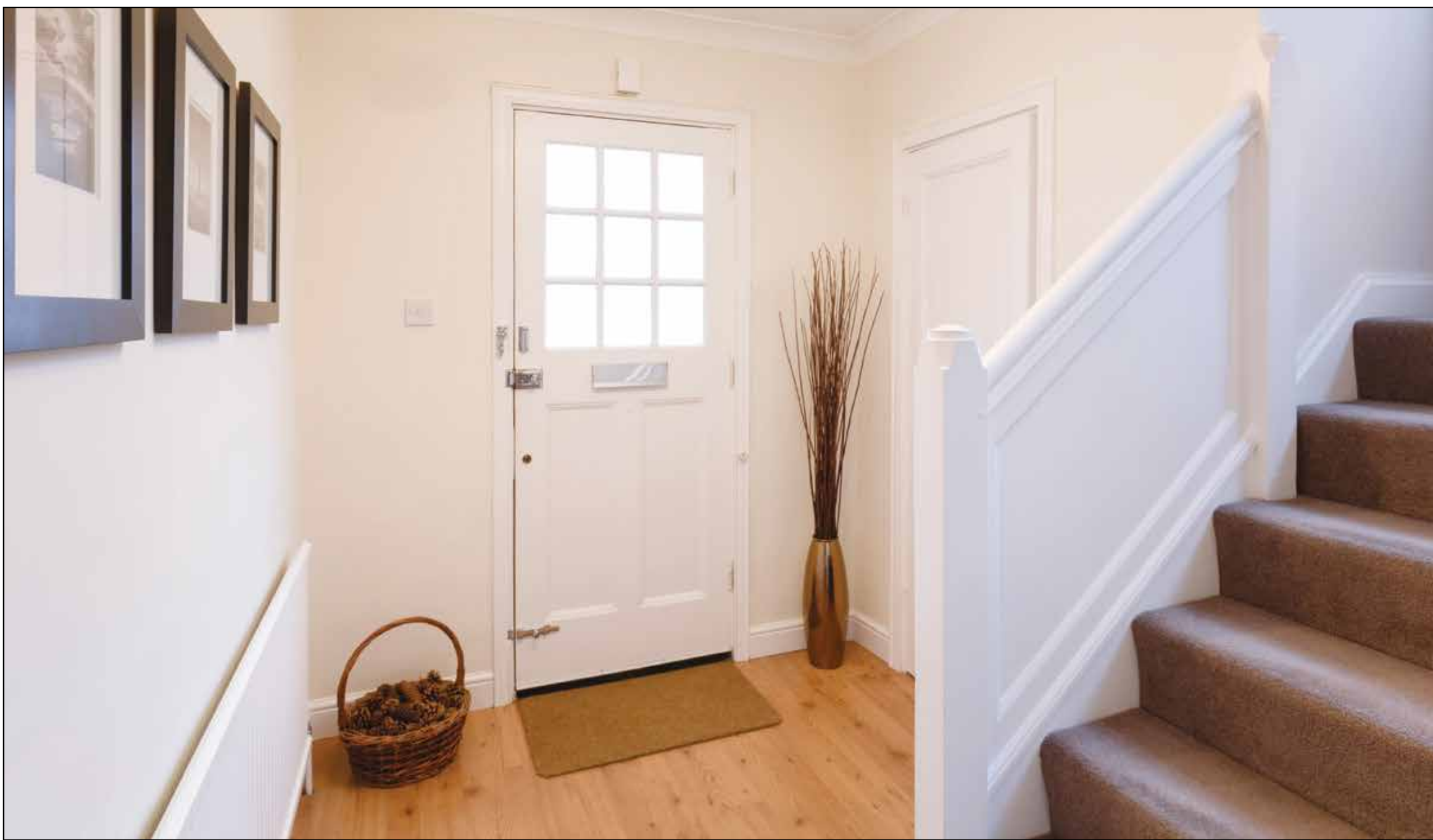
According to the National Association of Realtors, Realtors believe that buyers most often offer a 1 to 5 percent increase on the value of a staged home. Additionally, 22 percent of Realtors representing sellers and 16 percent of Realtors representing buyers said the increase is closer to 6 to 10 percent.

Although these colors may have served you well, they are too overpowering for a prospective home buyer to process.

Keep it clean, and keep it classic for your home to stand out and catch the buyer's attention at open house.

Remember, when your home is put on the market, it is all about pleasing the new owners and taking your own memories with you when you go. Your property should be a clean slate for the new occupants to work with to take the home in any direction they see fit.

Alex Mason is a former real estate agent and mortgage broker living in Los Angeles.



© FOTOLIA

When selling your home, think neutral. Neutral colors and decor give potential buyers a clean slate from which to visualize their future home.

Avoid Home Decor Fads

By ALEX MASON | Green Shoot Media

Whipping your home into shape when you are ready to sell can be a long and expensive process. Wise decision-making and careful research can turn to cash in your pocket.

Before you begin remodeling, be sure to research the housing market for what's hot and what's not. This little bit of leg work will not only save you money, but it also may add a tidy profit on the final sale of the property.

AVOID THE FAD TRAP

When a new fad craze hits the housing market, even the weirdest and wackiest of ideas may seem right at the time. However, in retrospect, how many times have you looked at an old photo of outlandish wallpaper designs and been able to pinpoint the era to the disco days of the 1970's?

Just because a lot of people

have succumbed to faddish culture does not mean the decor is taking you in a profitable direction. Today's smart, savvy home buyer looks ahead to sum up their re-sale value and will shy away from costly corrections to fad ideas.

An example of the remodeling and decorating fad track is the conception of the great room. This outdated and over-emphasized use of living space has been a turn-off when buyers are searching for homes built in the 1980s.

The expansive living space can be nice, but many of the traditional great rooms are poorly laid out and waste space.

KEEP IT CLEAN AND CLASSIC

There is no substitute for a classically designed home that makes the most of every nook and cranny of living space to satisfy generations of owners to come.

Built-ins, such as the 1970s wet bar, overbearing bookcases and too many closets can detract from the flow of the floor plan and close off the room for the new owner's lifestyle. Less is best, so when you wish to remodel, try to keep the rooms open and spacious and free of unnecessary built-in obstacles.

The classic approach to color is also an asset to your

real estate sale. Plain white walls throughout the entire home are appealing to most buyers, as it enables them to clear their minds and envision their own belongings in the home.

In addition, bright white walls have the ability to make your home seem larger and ready to decorate from scratch by the new owners.

Soft, muted shades in neutral hues are another big crowd pleaser and can make a big impact if the walls are fitted with crown moldings. Red, orange and way-out green paints should be avoided when you are ready to go to market. Although these colors may

have served you well, they are too overpowering for a prospective home buyer to process.

Keep it clean, and keep it classic for your home to stand out and catch the buyer's attention at open house.

Remember, when your home is put on the market, it is all about pleasing the new owners and taking your own memories with you when you go. Your property should be a clean slate for the new occupants to work with to take the home in any direction they see fit.

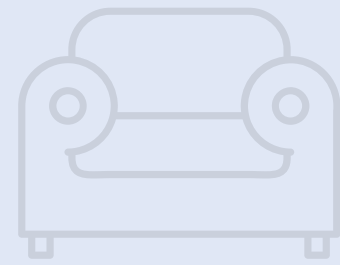
Alex Mason is a former real estate agent and mortgage broker living in Los Angeles.

REAL ESTATE 101



To Stage or Not To Stage

According to the National Association of Realtors, Realtors believe that buyers most often offer a 1 to 5 percent increase on the value of a staged home. Additionally, 22 percent of Realtors representing sellers and 16 percent of Realtors representing buyers said the increase is closer to 6 to 10 percent.



HOMESWISE GLOSSARY

Livability: a measure of integration of the housing, transportation, environmental, and employment amenities accessible to residents. A livable community is one with multiple modes of transportation, different types of housing, and destinations located within an easy distance (20 minutes by transit, 15 minutes by bike or foot, 10 minutes by car) of homes.

Housing market area: A geographic region from which it is likely that renters/purchasers would be drawn for a given housing project. A housing market area most often corresponds to a Metropolitan Statistical Area (MSA).

SOURCE: U.S. Department of Housing and Urban Development

AD SPACE