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A Home Staging Company serving New York City and the Hamptons

## Top 10 Mistakes Sellers Make When Presenting Their Homes for Sale

Do you know the **Top 10 Mistakes** home sellers make about how they present their homes to prospective buyers? And most home sellers also make the overriding mistake of believing that buyers "can see past this".

Well, it's simply not true. ***Only 10% of prospective buyers can visualize the potential of your home.***



**2. Dirty or worn carpet and/or floors** - .as just stated, walls and floors are the "bones" of the house or apartment and should be in good condition. If carpets are old, outdated and badly stained, it's best to remove them. Sometimes a beautiful hardwood floor awaits underneath. If not, replace with inexpensive wall to wall carpeting. Hardwood floors in bad condition should be refinished. You don't want to give your buyer a mental checklist of repairs they need to do so that they either walk away or bid lower.



**4. Personalized Decor** - displaying family photos, children's artwork, trophies, awards, collections and your prized deer head on the wall does NOT allow the buyer to imagine living in your space. Plus these items are also a distraction. You want the buyers to look at your house, not your children's baby photos.



**6. Dirty, Cluttered or Untidy Interior or Exterior** - Despite what sellers might think, buyers cannot see past dirt and clutter. It's extremely important that both the interior and exterior of the home, including the yard, be clean and tidy. Kitchens and bathrooms need to be whistle-clean.



**8. Bad Furniture Arrangements** - Furniture that doesn't highlight the room's best features are doing the seller a disservice. For example, a fireplace is usually THE focal point in a room, and the furniture should be arranged around it so that the eye is drawn to the fireplace. Also, furniture should not block the flow of being able to walk through the room. It should not block being able to open a door. Lastly, the furniture in the room should define the purpose of the room. In the picture below, is this a guest room, an office or a game room?



**9. Blocked Lighting/Dirty Windows** - Buyers treasure natural light and sellers need to do everything to maximize it. Trim back or remove overgrown bushes and trees that are blocking the windows, clean the windows, open up the drapes, and even remove the screens while the home is on the market to let in more natural light. For more tips to lighten and brighten a home, click [here](#).

**10. Too Much or Too Large Furniture** - Think LESS IS MORE! Remember that the purpose of furniture when selling a home is to define the purpose of the room (e.g., dining room, not home office or children's playroom) and to show what will fit where (e.g., king size bed). It is not meant to show that you can provide seating for 15 in your living room and every seat has a side table to rest drinks on and the bedroom is large enough to hold 3 dressers. Also, the size of the furniture needs to be in balance with the scale of the room and the other furniture in it.



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**About the Author:** Donna Dazzo is president and owner of Designed to Appeal, a home staging company serving New York City and the Hamptons. Designed to Appeal helps homeowners and real estate agents sell homes quickly and profitably, by expertly creating an environment that buyers want to live in. Designed to Appeal also helps homeowners **not** looking to sell with interior redesign, which involves using mostly what the homeowner already has. Donna writes frequently on home staging and interior decorating and design topics