

Is it Worth Paying More for a Home you Want?

Imagine finding the home you want, only to discover that you'll need to pay more than your budget. Should you still go for it?

To make that decision in the most informed way possible, here are a few important considerations:

- **Is your budget flexible?** If your price range is etched in stone, then you may need to adjust your expectations of the kind of home you'll be able to purchase. However, if you have some flexibility and can afford to pay a little more, buying the home you really want may be worth the stretch.
- **How likely are you to find a similar home at a lower price?** If the home is selling for a higher price than comparable listings in the area, it may be due to a unique feature or characteristic. That means that you might be able to get into a similar home in the neighbourhood for a lower price.
- **Is this your dream home?** If you love the home and everything about it, it might be worth spending a little more



to get it. You don't want to regret passing up on it, especially if you can afford to pay a little more. And, a similar "dream" home may not come up on the market anytime soon.

Here's another way to look at it: If the home is perfect for you, focus on how you can get into it and not on why you should pass.



Should you Stage your Home yourself?

There's no doubt that an effectively "staged" home is likely to sell faster and for a better price. Studies in real estate sales consistently prove it. However, you might be asking, "Is it better to do the staging myself? Do I need to hire a professional?"

Let's look at the pros and cons.

If your home is already in demand and likely to get multiple offers, you might get away with doing the staging work on your own. In that case, it's still advisable to get professional advice rather than "guess" your way through the process. There may be specific staging approaches that apply to your home, that only a professional would know to recommend.

There are, of course, some downsides to doing it yourself, such as the extra work involved, as well as the fact that you may not have the experience or materials (such as staging furniture) to do a professional job.

By contrast, when you hire a professional, or at least get professional advice, you take advantage of the latest staging best practices to make your home more attractive and desirable to buyers. That is especially important in a balanced or a buyer's market.

So, when it comes to staging, remember that homes that show better tend to get more and better offers.

Creating a Welcoming Environment when Selling your Home

When buyers view your home, how do you want them to feel? Do you want them to feel like they're intruders or a nuisance? Of course not! You want them to feel *welcomed*. So how do you create that impression? Here are a few proven ideas:

- **The foyer.** This is where buyers first set foot in your home. It's where they form their first impressions. So, make sure the foyer is tidy and feels spacious. Ensure the doormat (if you have one) is clean or new. If you anticipate wet weather during a showing, have a convenient place for buyers to put their footwear.
- **Lighting.** Does a dark space or poorly lit room make you feel welcomed? Likely not! So, go through your home and check that the lighting is sufficient and pleasant. If possible, have three light sources in each room, including passive light from windows.
- **Interior doors.** Nothing says "You're not welcome" more than a closed door. So, wherever possible, have interior doors open. You want buyers to feel comfortable exploring your home without questioning whether they can enter a particular space. There may be exceptions, of course, such as the door to a storage room.
- **Personal items.** In most cases, buyers are walking through



a stranger's house. (Yours!) So, there may be a sense of discomfort. For example, if buyers see a family portrait on the wall, they might feel like intruders. To put buyers at ease, remove as many personal items as possible. By creating a "blank slate", you help them visualize themselves living there.

The more welcomed you can make buyers feel when they view your home, the more interest you'll get.