

SIMPLE SELLER STRATEGIES FROM YOUR REAL ESTATE ROCK STAR

**Brown
Harris
Stevens**



BY AMELIA S. GEWIRTZ

I've been selling New York real estate for over 25 years and have seen all kinds of design/décor conundrums. Over the years, I've garnered valuable "life-hacks" to stage a home to selling perfection. In fact, my team has helped sellers achieve 20-30% more than their neighbors who were selling at the same time, and in half the time frame on the market (proven by public records). Sometimes it's as simple as spending less than \$100 on staging. For quick fixes check out my seven strategies below:

1. Take a selfie. You have seen on an HGTV-type show the hidden camera showing what buyers say behind sellers' backs, right? Well, the easiest way to ensure YOU don't hear that when you sell is to use the camera on your phone and take a bunch of photos of your home. What you see in the lens will probably shock you. Most people do not see the clutter they live in.
Doubt me? Go ahead and take a selfie—you will be glad you did. I do this all the time before I have an event.
2. Don't have time to paint? Mr. Clean® Magic Eraser is fabulous for removing scuffs from moldings and walls when everything else fails.
3. Is there a little blue pill for a small apartment? Yes. As the song says "she blinded me with science" or in this case the illusion of more sunshine. After you take your selfies do you see a lot of dark colors in the pictures? Dark colors trick the mind into thinking that the room stops where the dark color is located (even if the wall in the room actually is further away). So, if you need to get the most for your investment or you are refinancing and need the value to come in higher—here's a magic trick: think WHITE & BRIGHT. Sounds simple? It is. Too bad 80% of sellers (who have never met me) don't believe this trick works, so they sell for less. To test this theory put white or light pillows and a white throw on a dark couch. Magic! The room feels like there is more sunshine! White bounces light. Dark absorbs it. It's science, and presto you'll get more money.

4. Can a brick wall feel less claustrophobic? Yes! Inexpensive, white sheers allow light to stream in and softens the harsh red/brown brick (even if you can touch the brick outside your window). You want to soften and not hide the brick because every buyer (even if your windows face a wall) will actually walk up to the window to see a closer view of no view. This trick will create a “smoke and mirrors” effect. This is a \$10 to \$25 investment.
5. Boom! Put that drama in the box. Did your selfie reveal a lot of items in closets that you just don't have the time to organize? The Container Store sells pretty inexpensive boxes. But, it is more than just putting the drama of your life in a box. Your goal is to find matching boxes to create a calm, streamlined look. Calm equals more money for you.
6. Marty, are we going back to the future? If you want to achieve a similar price as your neighbors, but have not renovated in 20 years ask yourself: when did I last renovate? When did my competition last renovate? If you have a tight budget then a few cans of \$30 white paint goes a long way. If you have a tiny bit more flexibility then \$800- \$950 to re-glaze the bathroom tub & tiles white is a great refresher! A little more flexibility in your budget? Inexpensive stainless steel appliances will dramatically increase your price. I once had a seller buy a \$600 fridge at a Home Depot-type store and he got \$75K more than his neighbor in the same market. An inexpensive stainless steel appliance will traditionally get a seller more money than a very high-end white fridge. If you have even a tiny bit more flexibility with cash (\$35K) a kitchen and bath by IKEA will go a long way. Sometimes that \$35K increases your resale by \$150K. Every situation is different. But, that's pretty standard if you pick generic vs. specific taste.
7. You are selling a feeling. The bottom line is this is one of your biggest your investments. Sometimes your home is mistaken as just a home, but would you have your financial planner sell your portfolio without a solid strategy to achieve the highest dollar? You make much more money selling happiness and calm. It takes a lot of strategy to create a feeling. It takes more strategy choosing the timing to go live on the web. Timing makes or breaks how high your investment goes.



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