

Don't Take It Personally. When I was a home stager the number one thing I needed to drive into my client's heads was the notion that once you decide to put your house on the market it ceases to be your home – it is now a commodity. And, as such, it becomes a place your buyers must see as their potential new home, and not the place you still live in. So, put away those ancestral photos lining the hallway leading to the bathroom, take down all the pet snapshots and daily affirmations littering the refrigerator door, and banish that black and white family portrait taken at the beach holding court above the fireplace. Buyers don't want to see reminders of another family living in their new home.

Your space should be a welcoming blank slate for buyers to imagine building their new memories, and not living in the shadows of someone else's. Enough said.

Carefully go through your house with a critical eye, and see what needs attention. Trust me, a fresh coat of paint, updated appliances and new bathroom tile go a long way toward getting you top dollar. Don't leave deferred maintenance to chance – fix the small things, so there's no room for your buyer to chip away at your asking price.

Oh, before I forget – skip that beige paint, also known as Swiss Coffee, and choose a pure white in flat finish for all walls and in high gloss for the trims. Beige

puts people to sleep, and you want your buyers wide awake. Finally, please, whatever you do, just say no to those scented candles on the day of your open house – pumpkin spice and everything nice never got the job done.

Brandon Neff is a Bay Area based Interior Designer.

*He can be reached at
BrandonNeffDesign.com or at
brandonneffdesign@yahoo.com.*



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379 Calle La Montana, Moraga \$1,039,000 Represented Seller
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Wendy Holcenberg
wendy@holcenberg.com
925.253.4630
DRE#00637795

Michelle Holcenberg
michelle@holcenberg.com
925.253.4663
DRE#01373412



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