



Cristina

Beaches HomeWatch



First Impressions... Can Make Or Break A Sale!



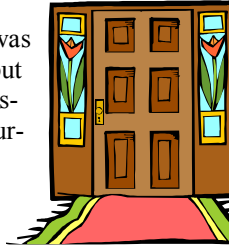
"This house looks like it needs a lot of work..." my client said as we approached the front door. "I don't think I need to go through that house."

The front door did look like it needed to be replaced, and the screen was torn and dirty. I had seen the house previously. It was a good house but that first impression had discouraged my purchaser enough that she would not give the house a second chance.

The door is the first thing people see as they approach a home. It is the welcome centre of your home. It needs to be appealing to anyone that

lives or contemplates living in the home. Enhancing your home's curb appeal is more important than people realize for getting the highest price in the shortest time.

A new coat of paint can do wonders for a door that has suffered a lot of weathering.



Maybe you could consider adding a brass kick plate, and installing an unusual knocker.

Perhaps you could change the door-knob and, if need be, you can replace the house number and update the door bell.

Flowering plants positioned on either side of the front door are ways of

brightening up the front area.

Make sure that there is no clutter behind the front door that can cause a suffocating first impression.

For some entrances, hanging a mirror on the wall to bring depth into the space will make it brighter and more welcoming. Talking about making things brighter, don't forget to make sure that the area immediately inside the front door is bright and is well lit.

There are so many little things that can make a difference that you may want to hire a professional "House Fluffer" to spend some time with you before you put your home in the market.

Ask The Expert . . .

Designer and House Fluffer **Debra Gould** has staged homes to sell in Victoria, Montreal and in Toronto for clients in the Beach, Riverdale and Rosedale. She has also completed 11 real estate transactions on her own homes, and knows exactly how to transform the overall look and finer details that get results. Before returning to the Beach, her last home in Montreal sold for \$30,000

more than she paid, after owning it for only 4 weeks!

House Fluffing provides an excellent return on investment - helping you sell your home more quickly and for top dollar.

While people start house hunting with a logical list of criteria, the home they actually buy is chosen largely for emotional reasons. Once they can say, "I love it," they are will-

ing to look past some of the criteria they had on their list before they walked in the door. That's why it's critical to pay attention to even the smallest detail when preparing your home to sell.

To learn more about how to get buyers to fall in love with your home, call House Fluffer **Debra Gould** at **416-691-6615** or for more info visit www.sixelements.com.

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House Fluffing... Puts Money In your Pocket

House Fluffing puts money in your pocket and takes a home from drab to "fab."

Even in a "sellers market", your home will have competition from others in a similar price range and location. We've all noticed the house that sits with a "For Sale" sign month after month when everything else seems to be selling. It's a depressing and stressful situation for the vendors.

As the weeks pass, their agent will likely ask them to make a "price adjustment." At \$5,000 + per adjustment, that's money right out of the vendor's pocket! You don't even want to go down that road.

From room by room makeovers to organizing an entire home to be seen at its best, a successful house fluffing project will take a home from drab to "fab". Even if your house is clean and you've bought flowers to spruce things up, it may not be enough to make your house stand out from the competition.

Many buyers start house hunting with a logical list of criteria. Price, location, size, number of bedrooms or bathrooms, and similar features figure prominently. However, within this list

are a number of other subconscious variables.

Often, it is the intangibles that make someone fall in love with a house and immediately feel "this is home." Anything you can do to build desire for your home over the competition, will



put you at great advantage when it comes to that heady moment when they decide to make an offer. Crossing that barrier is significant. Now they've made a significant emotional investment in buying your home.

The more skillfully you've set the stage, the more motivated they will be to buy and the better you will do throughout the negotiations. There are always tradeoffs unless the buyer has unlimited time and money. They may overlook

previously "must have" items, or spend thousands more than planned because they feel "this is my home, I have to have it!"

Of course there's nothing like a little competition to really drive up the price. If you're looking for multiple offers, proper house staging, or fluffing, will go a long way. "Perhaps it's my MBA training," says House Fluffer Debra Gould, "but I take a very bottom line orientation to decorating a home to sell. People in love do crazy things and this certainly applies to home buyers. I help them fall in love with your home, by making your best and most lasting first impression."

For additional information on how House Fluffing can help you sell fast and for top dollar,

Call
Debra Gould
at
416-691-6615
or visit
www.sixelements.com
for free House Fluffing Tips.



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