

# Design Refined Newsletter

## Tips, Testimonials and Test (your staging savvy!)

"We spend January 1 walking through our lives, room by room, drawing up a list of work to be done, cracks to be patched. Maybe this year, to balance the list, we ought to walk through the rooms of our lives... not looking for flaws, but for potential." *American journalist and Pulitzer prize winner Ellen Goodman*

I love this quote because it's a great metaphor not only for how we should view our lives at the beginning of the New Year but also for what I do as a stager every time I consult on a property! Of course, the to-do list is invaluable, but more important, is being able to visualize the true potential of the home and knowing what to do after the de-cluttering, repairs and paint are addressed. Effective staging takes the home presentation to a whole new level that helps buyers envision the possibilities and fall in love with the property!

I must admit, there have been times, upon entering a property, where even I found myself thinking; "there is *no* hope for this place!" Once I even skipped the before photos because I just didn't believe I would ever be able to use them in my portfolio. Afterwards, I was kicking myself because the transformation was so dramatic and the house sold in 7 days! It just goes to show that with houses, as well as and more importantly, with people; there is always amazing potential; and if you look for it, you will certainly find it!

Here is one example of a home, which upon first glance, did not look too promising...



Click to see after shot. **But WAIT**—(here is where the test comes in); before you do that... think about what *you* would do to show the potential of this space  
Test your staging savvy!

If you said; remove the rug as it doesn't work in this space, ditch the curtains, de-clutter, accentuate the fireplace with art or wall deco and accessories, add more art to the long wall, take the matching sofa from upstairs (but then you didn't know it was there so no points off for that), accessorize the coffee table, add end tables, lamps and pillows for a punch of color....Congratulations! You scored 10 out of 10 points!



## Testimonial

*Lisa Sachleben of Design Refined does a wonderful job of staging homes! She has tremendous tact with the homeowners and has been very effective at getting them to remove extra stuff and rearrange what they have so that the home shows beautifully.*

*I now offer home staging as part of my marketing plan to every client whose home I list!*

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