

Interior Design Compatibility: Creating Sales Appeal

It's springtime, which means it's real estate season. You are likely seeing "For Sale" signs popping up like tulips all over your neighborhood. Perhaps, there is one perched on *your* lawn. It is a competitive market these days and so it is very important if you are trying to sell your home that it look its' very best. Here are a few easy and cost-effective ways to enhance the look of your home thereby attracting serious buyers and aggressive offers.

Neutrals are key. You may love your bubble gum pink walls but most of the general population does not. Most buyers want move-in ready homes, which means they do not want the task of painting. So, it is to your benefit to spend a weekend painting so they don't have to. This will also make it easier for buyers to imagine themselves living in the home and this is very important. Here are some suggestions for paint colors: White brightens up kitchens, bathrooms, bedrooms and entryways and Marble White by Ben Moore is a great choice as it has a subtle hint of cream which makes it softer than a stark white. A soft gray like Bunny Gray by Ben Moore is beautiful in a bedroom, kitchen, and living room. Make sure trim and kitchen cabinetry are a stark white like Ben Moore's White White. This will add definition to the room and it will give the room a very classic look. Taupe is a great color choice for an office, a library, or a family room. Elephant's Breath by Farrow and Ball is a very warm neutral and the name alone is tres chic. White trim will really make this color pop! If you would like to add a color to the mix, try Pigeon by Farrow and Ball. This color is a perfect combination of blue, green and gray. It is beautiful in a dining room, bedroom, or living room. Again, white trim is essential.

Kitchens and bathrooms are big selling points in a house and these rooms, especially kitchens, are typically very costly to update. Here are some tricks that will allow you to modernize these rooms without breaking the bank. First, paint your tiles! Bet you didn't think this was possible. Well, it is, and it's a great way to change the entire look of a room without actually changing the whole room. My husband and I bought a newly renovated condo and for some reason, the developer had chosen very ugly tiles for the kitchen. So, we had them painted white. The difference is remarkable. We did hire a professional to do this and I would advise you to do the same. Also note, you may need to vacate your house for one night while the paint dries. The fumes are a bit intense. While we are discussing kitchen updates, let's talk about your cabinets. Painting your cabinets is another way to give your kitchen a fresh new look. Some types of wood can look outdated so this is a great way to modernize your kitchen. White kitchens are classic and will appeal to the masses but feel free to do a neutral color on the walls such as taupe or gray with white or off-white cabinets. Or, you can do the reverse; white cabinets and a neutral wall color.

Now for the little details that could make all the difference. Make sure you have flowers. It's my opinion that you can never have too many tasteful flower arrangements in your home. However, this does not mean you need a bouquet in every room and one bouquet is plenty, as I understand buying flowers on weekly basis can get costly. There are places you can buy beautiful silk flowers. If done the right way, nobody will ever know they are not real and you will get lots of compliments on them. These bouquets can be costly upfront but may save you money in the long run depending on how long your home is on the market. Your home should be clean, clean, clean! There should be no clutter. Keep your closets clutter-free as well. This will make your home appear more spacious. To top it off, fluff your pillows, bake some cookies, put on some music and you're ready for an open house.

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