

## Home Sale Success Story

This Staging Success Story – using Feng Shui – is from Christine Conway, Certified Feng Shui Professional and Feng Shui Stager:

“I received a call in April of 2009 to provide Feng Shui Staging on a house that had been on the market for 7 months in 2008. It had 8 showings, 2 open houses and no offers. I was very willing and eager to help the owner sell her home by applying Feng Shui principles. My expectation was it would sell in approximately 1-3 months with the current economy and a few challenging factors at the home that couldn't be 'fixed' by staging.

The home was way off the main street on a dirt driveway shared with other homeowners. Privacy was a plus, but establishing any curb appeal was not an option.

Upon my visit to the home I realized that the energy was getting lost around the cul-de-sac of trees in front of the home. There was no main driveway and no front walkway to attract the energy into the home. I knew instantly that the outside flow of energy was problematic for this owner but that this would be an easy fix to attract the right buyer to this lovely private home.

As I walked around the outside of the property with my client I realized that the back left area of her home, known as the Wealth area, was missing. A missing area is identified when homes are not perfectly square or rectangle. As I explained this to my client, she indicated that wealth had always been a problem since living there, so it made total sense to her. My recommendation was to enhance a garden area that had become overgrown and neglected. Since it was spring in New England, I recommended adding 3 small purple Azalea shrubs to the missing area, as purple is the color associated with Wealth. We also brought into the garden area 3 solar lights that I found elsewhere in the yard to bring some light to the space.

After viewing the entire yard I had identified a few small shrubs that could be moved to the front yard and actually create a welcoming entrance and opening for a walkway to the front door. There was already a path in the grass from the frequent walking to the door, just no formal walkway. I recommended moving some solar lights found in the back yard and use those to 'light the way to the front door'. This created an inviting entrance and attracted the positive energy into the space. I also recommended a wind chime to be hung at the front door, again to create that flow of positive energy.

Once I was inside the home I noticed a few additional areas that would require some Feng Shui updates. First, the Helpful People Area (which is the front right corner of the home and needs the element of metal) had a wood burning stove. In addition to the stove, she had some candles on a table. Between the stove and the candles there was a lot of fire energy – in the Feng Shui cycle fire energy melts metal! Based on the home décor items in the Helpful People area she was not attracting helpful people into her life, which when selling a home would be the buyer! By adding some additional metal elements to boost that energy and adding some décor items symbolic of water (to help put out the fire) we brought balance back to this space.

