

Home Sale Success Story

This success story comes from Karen Bernetti, Realtor and Stager and one of the authors of this book:

“As the resident stager at North Star Real Estate in Southington Connecticut, I was asked to do a staging consultation for a very nice couple who were getting ready to sell their 2-bedroom colonial style home that was built in 1928. The sellers did a great job maintaining this home, which included some very nice upgrades, especially to the kitchen and bathrooms (always the best rooms to focus on).

These very motivated sellers made the wise choice to add a closet to one of the rooms downstairs so that it could legally be called a third bedroom. This greatly enhanced the home’s marketability. I recommended repainting a few of the rooms using neutral colors. They cleaned, de-cluttered and accessorized all of the rooms to highlight the home’s best features.

The roof of their detached garage was very dirty – it looked old and in need of replacement. On my suggestion, they cleaned it with a power washer and it suddenly looked brand-new. This was a great example of a very inexpensive update that added LOTS of value. The results were amazing.

They took their time getting ready to sell. When they were finally ready to list in the spring of 2009 their house sold in just **5 DAYS for \$238,500 - \$3,600 more than their asking price!** This happened when our market was being hit with foreclosures and short sales and no one thought houses were selling. Don’t believe everything you hear on the news!”

Karen Bernetti, Realtor and Stager, The Home Team Advantage, LLC, offers real estate staging and home improvement services in Connecticut. Visit Karen’s website at www.TheHomeTeamAdvantageLLC.com or call her at 860-621-6964.