



Selling your home? Five ways to make your space attractive to buyers.

If you're in the process of selling your home (or know someone who is), you know it's not a walk in the park. These days, buyers are extremely savvy--and picky. They're looking for a home that's low maintenance and move-in ready.

Unfortunately, many sellers aren't aware that by making minor changes in their home decor they can sell their home faster, and for more money, than they originally anticipated.

Today, I'll reveal five easy ways to make your home attractive to buyers by using windows and window treatments strategically.

1. Use simple (or strategic) window treatments.

Window treatments can make your space look amazing or detract from the better qualities of your home. The trick is figuring out which solution will highlight and accentuate the selling features for a prospective buyer. When in doubt, keep window coverings simple. Use sheer panels to diffuse light or hide outdoor eyesores. Use shades on the insides of windows to show off architectural features.

In addition to adding design interest, picking the correct window treatments can increase the value of your home. Many buyers are going green. If you install cellular shades, honeycomb shades, or plantation shutters, you're offering buyers an energy-saving option that will pay off in terms of reduced energy costs and a faster sale.

2. Let natural light in.

When's the last time you wanted to live in a cave? A major reason people buy (or don't buy) homes is natural lighting. If your home is naturally light, you're in luck: keep up what you're doing. However, if your space tends to be on the dark side, let some light in: remove heavy drapery, pull up the shades, and see what you're working with. If it's still dark, add some lamps and keep them on when buyers walk through. In addition, hang some mirrors to reflect the light you do have.



Selling your home? Five ways to make your space attractive to buyers.

continued

3. Pick current or neutral colors.

If you're selling your home, you have a lot of competition. Buyers are looking for homes that are modern and functional. If your house utilizes colors that scream a certain decade (remember the mauve and aqua from the eighties?) it's time to update. Buyers need to be able to picture themselves and their style in your space. Give them a blank slate: stick with neutral colors on the walls, your window treatments, and accessories.

4. Utilize texture

After the suggestion above, you're probably thinking: now my home will look boring and blah. I get it. There's only so much beige a person can take. So, to add visual interest and make a statement, it's important to stage your space use different textures in the same color family. Adding sheer white panels to your window? Toss a white faux fur throw blanket and white wool blanket on a chair next to the window. The layering of textures will add dimension to the space.

5. Soften harsh light.

Opposite of dark rooms, harsh light can be too much for a buyer. South facing windows can be particularly troublesome, but large windows in other parts of the home can also let in too much light. If light is overwhelming in any part of your home, utilize solar screens. Buyers will be able to see outside without sacrificing the look of the windows (or their retinas).

Getting your home ready for buyers doesn't have to be difficult. With these suggestions, it's as simple as updating your window treatments.