

Stage to Sell Your Charlottesville Home by Neutralizing the Nuances

It may sound paradoxical, but one proven way to sell your Charlottesville home is to make it boring...or at least, a little bit *more* boring.

The principle here stems from buyer psychology—specifically, the difference between a house that would make a great tourist attraction and one whose first impression is more apt to lead to a sale. At first blush, the flashy version might seem to be not only memorable, but more valuable as well. But that's not typically true.

A potential buyer can remember your house in two different ways. One memory might be of striking red walls and purple tile that call to mind images from an architectural magazine. That sort of memory will be vivid, but it doesn't necessarily help to sell your home. A different type of memory could be of a living room that is just the right size for a couch, with a bare spot over the fireplace mantle that would be perfect for...whatever—the specifics will be personal for every potential buyer.

To sell your home, the odds are good that the second impression will sell your Charlottesville home to more prospects than will the first. The better result is to leave buyers with the mental image of a home they could see themselves living in—rather than one they might admire as a design exhibit.

The difference between these two types of memories is highlighted in an analysis published by *Consumer Reports*. Their research found that homes painted in neutral colors sell at a premium of up to \$5,000 more than similar homes painted in brighter, more distinctive colors. Results came from an analysis of thousands of photographs of homes for sale. Today's neutrals tend toward greys, taupes, and beiges—but even when fashions change, the underlying wisdom remains. The principal reason these colors help sell a home is that they form unobtrusive backgrounds to buyers' own imaginations—in other words, “boring” becomes “memorable” when it allows onlookers' own imaginations to take over. Neutral colors accomplish that by creating a canvas onto which potential buyers can paint their own masterpieces.

First impressions are important for laying the groundwork, but it's your Charlottesville real estate agent who makes all the difference when it comes to following through. That's where I come in. Give me a call to talk about more staging techniques today!



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SETH BATTON

REALTOR, ABR®, e-PRO®, GREEN®

Born and raised in the Shenandoah Valley of Central Virginia, I love everything outdoors. Most of my free time is spent hiking, rock climbing, playing water sports, or cooking out on the back deck with friends. As a child, my parents built me with the core values of a southern gentleman. Trust starts with honesty and honesty builds integrity. I'm a technology guru! One of my favorite hobbies is restoring old homes in depressed neighborhoods to meet the needs of our generation today. My mission is to build a career worth having, a business worth owning, and a life worth living. Being GREEN® is more than just the resource efficiency of your home. It's a lifestyle choice! Let's discuss how to minimize your carbon footprint in everyday life by simplifying your daily commute, decreasing your household energy costs, and boosting the efficiency and sustainability of your daily routine!

I'm an Accredited Buyer's Representative (ABR®) with the National Association of Realtors. Which means I have extensive training to help walk you through the home buying process from start to finish. From lenders and home inspectors to mortgage agents and closing companies, together we will find the best home for your family's needs!

As an e-PRO®, I can show your home to over 500 million visitors today. And you don't even need to vacuum! Curb appeal isn't just about looking good from the street. It's about looking good from the digital highway!

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