

## **For a Successful Charlottesville Open House: 4 Tricks of the Trade**

Since bright, sunny days can't be counted on for Charlottesville open houses scheduled in February, the most common recommendations at this time of year deal with light. Everyone points out how doubly important it is to open the drapes and make sure all lamps and overheads are working. Where necessary, it's also a good idea to brighten dim corners with higher wattage bulbs.

There are also any number of fine points that homeowners planning Charlottesville open houses might not have heard about. Familiarity is a handicap in that respect. Being able to view a property's rooms with fresh eyes is one of the advantages open house staging professionals bring to the party.

Beyond maximizing the "light and bright" quality that's so important at this time of year, here some tricks of the trade that stagers and interior designers talk about:

1. *Unclutter but don't overdo.* That is, never leave a room totally empty—it actually makes a room look smaller. A companion tip is to give every room a purpose. Showing what is presented as a nondescript "bonus room" runs the risk of losing its value: what's forgettable is usually also unimportant.
2. Use the golden rule of home staging: *The Rule of Three* (it could also be called *Rule of Five* or *Seven*). Groupings with odd numbers of objects—whether chairs or artwork or accessories—create visually rich spaces that force the eye to explore. An even number of objects imparts a forced, geometric feeling that comes off as less natural. Try experimenting with chairs around a table: you'll see that it works!
3. Play up a room's best attribute by *positioning accessories*. When a room has a natural focal point (it might be a window with a view or an inviting fireplace), place attractive objects where they will direct attention to that area.
4. *Place furniture* thoughtfully. People scan things from left to right (even rooms as we enter them)—so experts say that placing the tallest piece of furniture in the far left corner makes a room seem larger. If you can't predict which will be the entry door, just make sure large pieces aren't right next to a door—if people enter through that one, it will make the room feel much smaller.

Charlottesville open houses can be terrific events for building awareness when your home is on the market—but it's only one of many marketing tools I will bring to your campaign. Call me or check out my blog for other strategies as to why the FindHomesInCharlottesville.com team sell fast and for top dollar!



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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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