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Curb Appeal to Sell Your Home

NEW U.S HOME sales dipped 4.3 percent and existing homes 4.1 percent in July from June and Las Vegas has seen a slow down in new home construction to reduce the "inventory" that has not moved.

Although I have written previous columns on Feng Shui and ways to reduce clutter, it seems fitting to review curb appeal for those of you trying to sell your properties. My April article touched on how to enhance the curb appeal or design of a home. This month I will embellish on ways to look at your property to prepare it for sale. Try to answer the following questions:

- What is your first impression of the house and yard area?
- What are the best exterior features of the house or lot and how can you enhance them?
- What are the worst exterior features of the house or lot and how can you minimize or improve them?
- Park where a potential buyer would and walk toward the house, looking around as if it were your first visit. Is the pathway clear and clean? Have dead plants been removed?
- Start making a list of your positive and negative feelings about the property's appearance.
- Take photos of the home's exterior. If you have a digital camera, view the color versions first, then switch the photos to grayscale, because it's easier to see problems when color isn't present to affect our senses.
- Do these exercises again during dusk or nighttime.

Always factor in lighting. Consider outdoor footpath lighting if it hasn't already been done. Uplighting is so effective around palm trees. Add a decorative street lamp or an attractive light fixture on the front porch. If you have ever watched HGTV's Curb Appeal, they always integrate new driveways, or recovered front steps, or newer doors and new light fixtures. Lighting that is visible through front windows should enhance the home's appearance, so use timers if you are away.

A new trend used by realtors and home stagers is to rent artwork from a local gallery or museum for added color and wall appeal in the interior. Always try to air out your house when the evenings start cooling down and keep your windows clean and sparkling. I am available for staging properties using existing furnishings in your home.