



Home Matters

"Where Home Always Matters"

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Reasons Why You Should Not Sell a Home... Vacant!

The number one reason a buyer purchases a home is because, "it felt like they were home," when they toured the property. They could visualize themselves and their belongings fitting in the home. People buy homes—not empty houses.

The second reason why buyers have difficulty with a vacant home is that there is no frame of reference when a house is empty. How big is a room? Without furniture, it is difficult for buyers to evaluate a room's scale and size, as well as how their furniture might be arranged in the space. Also, without a frame of reference, some buyers cannot tell the identity of a room—for example, whether it is a dining room or a home office. Giving a room an identity makes it easier for buyers to stay on track in considering the home for purchase.

And finally, when rooms are empty, buyers tend to focus on negative details. It is much easier for them to see the small crack in the wall or the tiny chip in the bathroom tile when there is nothing else for them to focus on. While it is best to remedy such flaws before putting the home on the market, it is difficult to address every detail and staging can provide a broader perspective for the features of a home.

The art of property presentation is to create spaces that appeal to the widest range of buyers. Home staging capitalizes on the positive aspects of a home, while downplaying the negative, in order to position a home so that will make an emotional connection with buyers. At Home Matters, we create spaces that allow home buyers to feel right at home, making it easier for them to write offers.

Staging is an investment that helps attract buyers and helps properties gain a competitive edge in a crowded real estate market!