



## **All In a Day's Work: Solving Real-Life, Real Estate Problems for Our Clients**

**When selling your home, it's important to make it appealing to the greatest number of potential buyers. That can be a tough pill to swallow for a homeowner with unique taste.**

**Problem:** Our client had lived in her two-bedroom ranch for 17 years. She had done a lot of work on it over the years and left her mark style-wise: bold and colorful. But she was ready for a change and hired us to sell it and help her look for a new one. Because she had put so much time and money into her home, and felt it was lovely the way it was, she was reluctant to take any advice about how to make it more appealing to prospective buyers.

**Solution:** Our first order of business was to do some minor changes that would increase its value right off the bat. We suggested she transform a three-season sunroom and two refinished basement rooms into year-round spaces by adding heat, which she did. Voila: with minimum investment, the square footage of her home increased dramatically, adding a lot of value to her property.

Next, the hard part: convincing her that she had to de-personalize her home, toning down the aesthetic that we agreed was lovely, but would not necessarily appeal to the masses. We had a stager meet with her, thinking that she might be more amenable to advice coming from a third party, and it worked. Although our client didn't hire the stager, she did heed many of her suggestions. She replaced things like rugs, pillows, and comforters with more neutral-colored ones and it made a big difference. Her home sold and she was very happy with the final price.

***All in a Day's Work: Solving Real-Life, Real Estate Problems for our Clients*** is a monthly feature brought to you by Marie Presti of the Presti Group, Inc. Our agents specialize in luxury homes, rehabilitations, multi-families and condominiums in urban, suburban and exurban areas throughout the Greater Boston area. Marie Presti is a Certified Negotiation Expert. For more information, visit <http://www.theprestigroup.com>

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