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Welcome
Home
TEAM

REAL TALK

The Monthly Newsletter of Welcome Home Team

6 TRICKS TO SELL YOUR HOME AS INTEREST RATES RISE

As interest rates continue to rise, home sellers may be wondering about the best way to entice buyers. The answer: BE PROACTIVE. In order to make your home stand out from the competition, you need to be prepared. Here are six ways to do just that:

1. Price It Right

Pricing a home in any market can be tricky. Setting the price too high will scare some people off, and setting it too low may mean leaving money on the table. Most buyers filter homes by price. Pricing your home too high can make it so the best buyers for your property never even see your listing! We will help you set the sales prices to get you top dollar while also attracting the most buyers.

2. Give Yourself Ample Time to Prep the Home to Sell

If you want to get the most money possible out of your home, this is super important. Doing repairs, making a few upgrades, and decluttering before putting your home on the market can boost your ROI big time. Don't sell your home in a rush. It's best to get it ready for sale several months in advance. We're happy to advise you on the best repairs and upgrades to do!

3. Stage, Stage, and Stage Some More

Do you know what people like about model homes? It's being able to imagine that they live there. There's no toys or kid art hanging on the fridge, no stacks of mail or paperwork strewn across the table, and no extra anything cluttering the room. It feels clean, spacious, and ready for a new owner.

While professional home stagers possess a keen eye, they're not doing anything you can't do yourself. The biggest part of decluttering is depersonalizing. Rent a storage unit for all things personal. Donate anything you don't need. Not sure where to start? We have partners to help you through this process!

4. Create Curb Appeal

You only get one chance to make a first impression! Get that buyer to yell, "STOP THE CAR!" rather than keep on driving. Studies have found the impact of curb appeal can boost its value by 5-11% or more. Want to get top dollar for your house? Mow the lawn. Heck, go crazy and plant some pretty flowers. Pull the weeds and maybe power wash the garage door. Clean the cobwebs off the porch lights. All these little things will add up!

5. Make It Move-In Ready

People are busy. Few people have the time, energy, or extra cash after buying a home, to go in and make it their own. Fresh paint, carpets cleaned, updated appliances, or completing small repairs makes a huge difference for potential buyers to walk in and find nothing they'll need to spend money on right away.

6. Hide All Signs of Fido, Whiskers, Bubbles, or Thumper

We get it. Pets are members of the family. But there are two good reasons to hide the fact they live with us:

1) Some people simply do not like pets in the house. 2) Some folks are allergic to pet dander and sensitive to pet smells (another good reason to clean the carpets).

Try to get any animals and their belongings out of the house for showings. Yes, it's a hassle. But your buyers will thank you for it.

WHIMSIGOTH: THE NEW FALL DECOR TREND



Whimsigoth might be the biggest trend you've never heard of. Think Stevie Nicks, Tim Burton, or 90's movies like *Practical Magic*, *The Craft*, and *Buffy the Vampire Slayer* all brought together in a delightful cauldron of decor.

Built on the moodiness of gothic - dark colors, rich textures, and plenty of drama - this style includes hefty doses of lighter fabrics, greenery, and celestial embellishments for a whimsical touch. Here are a few ways to add a bit of witchy vibes meet romantic fairytale:

LEAN INTO JEWEL TONES: Use extra-saturated shades like emerald green, royal blue, plum, and gold to create the regal yet cozy vibe.

LAYER MIXED TEXTURES: Velvet, hardwood, gauzy fabrics, fuzzy pillows... You get the idea.

CELESTIAL ELEMENTS: Embrace the witch kitsch of the 1990s with moons and stars, as well as touches of metallics and iridescence.

APOTHECARY INSPIRATIONS: Add glass jars of spices, herbs, or other favorite treats plus crystals and incense will add even more magic and mystery.

THERE IS NEVER TOO MANY CANDLES - OR PLANTS: Enough said.

HALLOWEEN SAFETY TIPS *For Homeowners*

It's Spooky Season! But it might not be ghosts, goblins, ghouls, or things that go bump in the night which scare you! Here are our top tips to make Halloween safely scary:

#1 Make Your Outdoor Lights as Bright as Possible

Replace burned-out bulbs or install additional lights in the front yard. If you won't be home for trick-or-treating, turn your lights off to discourage children from approaching your property.

#2 Ensure Walkways Are Clear to Prevent Falls

Make sure all walkways and the front yard are clean and clutter-free to prevent falls. And don't run cords over sidewalks where people might trip.

#3 Prop Open the Storm Door for Trick-or-Treaters

Easy trick to keep little ones safe and the door out of the way.

#4 Use LEDs Instead of Real Candles

This seems like a no-brainer, but it's a good reminder there are lots of options for faux-candles.

#5 Be Sure Your Trick-or-Treaters Are Visible to Drivers

Add reflector strips to your child's costume, or have them carry a flash light or glow sticks to make them more visible at night. This will not only assure they are seen by drivers, but will also help you keep an eye on them if they get ahead of you.



WHAT TYPE OF HOME MATCHES YOUR VISION OF RETIREMENT?

Retirement is a time for significant life transitions. Does your current home match your future dreams? Many people use this time to downsize, rightsize, or move to a new destination. Which category best describes your interests?

1. Focus on Family

If family plays a big role in your life, you'll probably need space to accommodate them. That might mean an extra bedroom or a play area for weekly grandchild visits. Or a multi-generational floor plan that carves out a living suite for an adult child's family—or yourself.

2. Travel & Taking It Easy

Perhaps home is where relaxation is the name of the game, and it's easy to travel because the property "takes care of itself." In this case, look for a home that minimizes maintenance and landscaping chores, perhaps focusing on townhomes or condos with homeowners' associations.

3. Social Butterfly

If you thrive on social interactions, an age-restricted community may be an excellent fit. Often, they offer a full schedule of activities and events where residents can easily make new acquaintances and build relationships.

4. Staying Put

Moving is hard work! If you want to minimize moves, focus on finding a "forever" home that will continue serving your needs if your health and mobility falter. Many buyers age 50+ prioritize one-floor living and aging-in-place amenities.

5. Happy Hobbyist

Will retirement provide more time to devote to a favorite hobby—or to tackle new skills? Make sure your home includes space for your pursuits, such as a woodworking shop, a painting studio, or a crafts room. Outdoor enthusiasts may need room to store large equipment, like a fishing boat. Maybe you love cooking or hosting gatherings, so you need a home with entertaining space. And if retirement means time to let your culinary skills shine, make sure your next home also includes the kitchen of your dreams.



Not sure which of these or other housing preferences are right for you? You can count on us as Senior Real Estate Specialists to guide you through the process of buying or selling your home, making the transaction less stressful and more successful.