



Advice from the Experts

At All About Closets, we are all about you and creating value for our clients. As part of our commitment to you, we've partnered with the best of the best to provide our clients with valuable ideas and advice for the home, office or life in general. This month we've partnered with one of our favorite interior designers, Tara Gruber, owner of Interiors by TGI for some fabulous ideas on dressing up your home.

Dress up your home

By Tara Gruber

If you had the opportunity to attend the Emmy's or the Oscars, what would you wear? Wouldn't you love to be pampered and dressed by a professional stylist? This is when all the details matter...the stilettos, the clutch handbag, the chandelier earrings, and the fake eyelashes! When selling your home, the same rules apply. You have to present your home fully dressed and accessorized. Forget about your daily mundane responsibilities like laundry, cooking, cleaning, bathing, etc. It is all about presenting the fantasy. A well staged home presents a vision for potential buyers and photographs well for online buyers. They want to visualize living in your home!!

Why does staging provide a faster sell with a higher profit?

- Staging is an important marketing tool to emphasize your homes strongest assets while minimizing the weaknesses.
- Real Estate is a very competitive market and continues to produce better return rates than the stock market.
- Buyers will notice all the flaws...bad paint, cracks on walls, missing light fixtures, etc.

How can I dress up my home in anticipation to sell it faster and maximize profits?

- *De-clutter:* Open your home up as much as possible. Potential buyers need to visualize where they are going to place their things. It doesn't mean throwing away all your precious memories, but store them. Space sells!! Avoid distracting your buyer with your personal clutter and amaze them with the details!!
- *Drama:* Give a home personality and create a memory point. Buyers may view many homes in a given day. How is your house going to stand out? Focus on the 5 senses. Captivate them with freshly baked cookies in the kitchen.

- *Details:* Showcase your most utilized rooms as the most efficient rooms. People lead busy lives and they require quick and easy solutions. Kitchens, pantries, utility rooms, mudrooms, and bathrooms are great selling opportunities to offer generous & tidy storage options. Consider custom cabinetry to feature organized spaces. Or add architectural interest to a room with custom molding.

You can contact Tara at or 630-773-3990 or visit her website at www.tgiinteriors.com



Join us!

All About Closets will be showcasing our products at the Chicago Home Show on March 7th and 8th at Harper College
Visit www.chicagohomeshow.net
for more details

Did you know clutter affects stress?

Think about this...how do you feel when you walk into a room and 1st thing you see is clutter...It's no wonder how many articles have been written on the topic. Stay tuned to find out how home organization can become a stress management tool. In fact, simply having a place for everything can be very helpful.

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