

# Nest Building

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## LETTING GO OF YOUR HOME

Whether we are homeowners or tenants, we tend to become very attached to the places we live in. They contain our sweat equity, personal treasures and cherished memories. However, once you put your home on the market, your living quarters become a tradable commodity like any other.

To 'merchandise' a property effectively it needs to become a setting where potential occupants can envision their own lives unfolding. It's time for you, the current owner, to disconnect from the nest you may have spent years developing and prepare to move on.

A good way to look at it is to tell yourself that **you are not abandoning your home; you are leaving the shell that contained it.** 'Home' remains with you wherever you go.

The house that you are vacating was a temporary backdrop for the staging of your life *thus far*. Your task now is to step aside and show what it could do and be for someone else.

To prepare your house for its public debut, conduct an objective inspection of your property and attend to outstanding repairs, paint touch ups and cleaning.

Get a head start on your packing: thin your collection of family photographs, ornaments and clutter along with any other non-essential items that might distract, or even offend, a potential buyer.

Leave enough of your life on display to show what is possible, but not so much that the viewer is unable to imagine his or her own possibilities.

Not everyone looking at a property is able to see the bare bones and potential of a place without being influenced by the current décor and usage.

Although we set up our homes to suit ourselves, sometimes we have to let go of our personal preferences in order to appeal to a broader, generic buying population. A whole new profession has recently arisen out of this called 'Home Staging'. The stager comes to your home and repackages it in such a way as to attract a wider spectrum of potential buyers. As the term 'stager' suggests, it is about creating a theatrical set in which other people can imagine the dramas of their lives unfolding.

Small compromises and changes are necessary to help your property appeal to the greatest number of potential buyers. After all, your objective is to achieve a fast and favourable outcome for all concerned and be quickly on the way to your next nest building adventure.