

Rydel Interiors

Claudia Rydel
HSR Certified Professional
Home Staging & Redesign
215-822-3602

www.rydelinteriors.com claudia@rydelinteriors.com



Summer 2014 Newsletter

Rydel Interiors Serving Bucks & Montgomery Counties



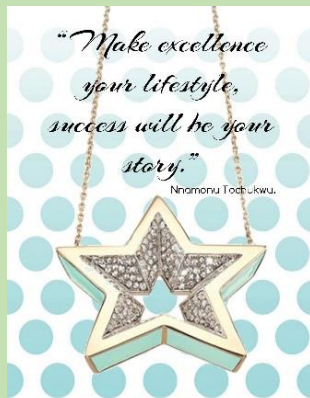
Claudia Rydel Owner

In this issue:

Go for Excellence Page 1

Value of Professional
Pictures Page 1&2

Biggest Home Seller
Mistakes Page 3



Go for Excellence!

In how you do your work.

How you relate to friends, family, clients.

Why would you do less than excellence? It defines who you are, gives you a sense of doing your best, and brings peace at the end of the day!

When you are selling your home go for excellence, do it right from the start.

Stage the home, before it is listed.

Find a realtor who will market your home showcasing its best features, one who uses or takes professional pictures.

When you live your life from a place of “excellence” you have nothing hanging over you saying you “should have” done...

Value of Professional Photos:

- Photos are the 1st thing buyers see and will either invite someone to view the home or not.
- Professional photos will highlight the homes best features, show the flow and spaciousness of the home.
- If photos are dark it makes the home look dark and uninviting.
- The old saying a “picture says a thousand words” is true. No matter what you write about the home if the photos are bad no one will bother to read the listing.

The following photos I used in a recent workshop on how to prepare your home for sale,

Rydel Interiors

Claudia Rydel
HSR Certified Professional
Home Staging & Redesign
215-822-3602

www.rydelinteriors.com claudia@rydelinteriors.com



The first photo is an actual listing from Trend, which home would you visit?



Or:

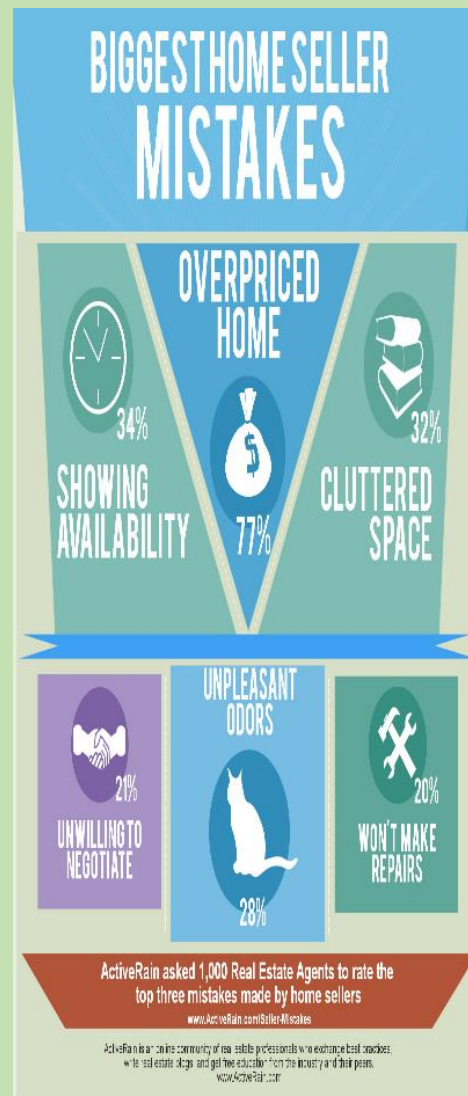


Think Excellence in all you do!

Biggest Home Seller Mistakes:

Taken from a National survey of Realtors through Active Rain.

See Chart below:



The following will help you sell your home or listing...

Rydel Interiors

Claudia Rydel
HSR Certified Professional
Home Staging & Redesign
215-822-3602

www.rydelinteriors.com claudia@rydelinteriors.com



When selling a home

- Look at it as an investment.
- View other homes for sale in your area, know your competition.
- De clutter and start packing.
- Fix and repair anything that is not working or broken.
- Clean thoroughly.
- Staging a home makes your listing/home show its best, and surpass the competition!
- Price it for its true worth not by your emotional ties.

Rydel Interiors works with all Budgets and makes dramatic changes that will show your home at its best 215-822-3602 for more information.

Happy Summer!

- Relax
- Enjoy
- Connect
- Make Excellence a habit!



I'd love to assist you with your next listing & together go for Excellence!

215-822-3602

www.rydelinteriors.com