

Rydel Interiors

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Winter 2015 Newsletter

**Rydel Interiors
Serving Buck,
Montgomery
Counties &
Surrounding areas**



Claudia Rydel Owner

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Selling a Home in Winter:

Winter brings weather challenges to your curb appeal, it's hard to see how lush a garden or yard may look. Have pictures showing how the home looks in Spring or Summer so buyers can see the full beauty of the home.

The obvious, make sure the drive and walk ways are clear of ice and snow, even if the home is vacant.

Staging a vacant home makes it more appealing, and shows the buyers the function and size of the rooms. Especially small rooms, or rooms that also serve a dual purpose or may be a walkway to another room.

Festival of Trees:

This year I had the joy of decorating the kitchen at the Pearl S. Buck house for their Festival of Trees.

I love the large 1960's kitchen with the built in paper towel holder (reminds me of our prior home in Silverdale built in

1920's) and wood burning stove.

In keeping with how I work with my staging clients, I started with what they have and love. In this case I used the beautiful dishes that belonged to Pearl, along with her place mats. My theme was baking for the holidays and I kept with the simplicity and style of the home when the family lived there.

Here are a few pictures:



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Less is more when you have style:

When staging a home it is more than just removing extra furniture and decorations, you want the home to wow buyers, unstaged de-cluttered homes can look sterile. **Think model home look where each room shows its function & size in the furnishings with style to appeal to most buyers.**

Reasons to hire a stager to achieve this look:

1. The average homeowner may have a hard time attaining this look on their own, they are too attached to their things and the way they lived in the home.
2. A stager will choose the correct scale furniture and accessories for the space, editing the owner's furniture or

choosing the "right" furniture for a vacant home, to showcase the room's size as well as function, showing the buyers how they can live there.

3. A stager is trained in highlighting the architectural details and focal point of each room, bringing in the wow factor!

Here is a picture from a home I found online in Lansdale. The room looks small and buyers may be turned off by not being able to visualize what will fit in this room.



Adding furniture will show the room's purpose increasing the home's value! The room could be used for gathering with friends for coffee or a quiet space to sit and read,

the visual entices buyers to the life style the home offers.

Why not show buyers the home's personality instead of the owners!



Give your new listing an advantage by hiring a professional stager to increase the home's value by showing its best potential.

For more information on how I can assist you with home staging call 215-822-3602 office, or 610-283-9390 cell.

Home Staging Minimal Expense = Maximum return...

Claudia Rydel
Helping you enjoy the beauty of winter!

