



Donna Bosze - Chesapeake, Virginia Beach, Norfolk

*If you are moving from here...to anywhere...I can help!*

www.HomesByDonnaB.com



**September 2011**



**Donna Bosze/Realtor®**

**757-338-5334**

**donnabosze@cox.net**

**HomesbyDonnaB.com**

## Do You Know What Your Agent is Doing?

*Smiles are great investments: the more you collect, the better you feel.*



Seriously, do you know what your agent is doing? One of the worst things I have noticed is just one simple part of placing a property on the Multiple Listing Service **not** being done. Okay, you can give a description about how nice the property is...move-in ready, freshly painted and all the updates. But, what happened to the pictures?



Our Multiple Listing Service in the Hampton Roads area allows up to 16 photos to be uploaded, and I have come across, and this seems to be a common occurrence, not one photograph of the house. Once the information is uploaded into the MLS it is syndicated to many internet sites, and where are the home-buyers looking?

With the current housing market the way it is, with a huge surplus, your



home did not make it to the list of houses to be seen... because it was **not** seen. You can add all the descriptive words you want, but without pictures, there is a problem. With all the marketing plans many agents will present to you, home-owners also have a responsibility to know what their agent is doing, and how it is being done.

Always remember "A picture is worth a thousand words."

BTW:

**Yes, I do upload to the MLS the maximum number of photos allowed by our MLS Board. I also do videos, virtual tours, mini photo DVDs and a plethora of email marketing, open houses, QR codes, listing specific websites, blogging and syndicate the home listing to over 150 internet sites. I think I can safely say that no agent in Hampton Roads spends more time or money advertising his/her listing.**

***THAT IS WHAT I'M DOING!***

### Inside This Issue

- Do you know what your agent is doing?
- How to Home Stage like a Pro
- Do You Know Trivia
- Cheesy Margherita Pizza

*If you are moving from here...to anywhere...I can help!*



Donna Bosze - Chesapeake, Virginia Beach, Norfolk

*If you are moving from here...to anywhere...I can help!*

www.HomesByDonna.com



## DONNA'S LISTINGS

**755 OLD LUCAS CREEK RD**  
**\$207,900**



**2 CANOE CT**  
**\$309,900**



**2613 ROUNDTREE CIRCLE**  
**\$179,900**



Household clutter, outdated décor and unpleasant odors are just a few home-buyer turnoffs. When home staging is done right, it reduces a home's flaws and maximize its features. Read on for expert tips to make your clients' homes buyer-friendly and primed to sell.

**Declutter.** There's a reason this is the most important rule of home staging: It makes the rooms look bigger, creates a sense of calm and order, and helps potential buyers envision the home filled with their own belongings. Banishing clutter means getting rid of both the big things (awkward pieces of furniture) and small things (clothes, toys).

Remember, viewers will be opening every door and touring your entire house, so don't just move the clutter into the garage or a spare bedroom. If your clients can't part with these items but don't have the extra space for them, they could rent a storage unit short term.

**Fill an empty house.** Of course, a vacant house can be a disadvantage too. Many national furniture rental companies, such as [Cort](#) and [Rent-A-Center](#), offer several rental options that range from furnishing an entire home to just a room. Homeowners might be reluctant to take on another monthly payment, but if it means their house will move quicker, they might reconsider. An added plus is that most companies don't require contracts. Most also deliver and set up the furniture.

**Think small.** Staging a home doesn't

### How to Home Stage Like a Pro

have to be an expensive project. Small changes go a long way. Have clients consider these easy upgrades to give rooms a refreshed look:

- Switch out old lampshades with modern ones
- Get rid of dark drapes and install simple wood blinds—they'll let in more light
- Add a fresh coat of paint in a neutral color
- Replace old or dated light fixtures, light switch plates, and outlet covers
- Buy new decorative pillow covers—or sew them yourself
- Hang new artwork
- Buy new ceiling fans—or spray paint the housing and/or replace the blades of the current ones

And don't forget the little repairs. Running toilets, pipe leaks and door squeaks should be fixed before buyers see the home. Chipped or smudged paint should be touched up.

**Clean thoroughly.** The details matter. Dust the blinds and furniture; clean the counters, sinks and windows; sweep and mop the floors; remove ceiling fan cobwebs. When every inch of the house is spotless, buyers will take notice. If your clients don't have the time or energy to embark on a complete house cleaning, they can hire a professional cleaning service.

**Don't overthink it.** You don't have to be particularly creative to add special touches to a room. Put out large bowls of colorful fruit like oranges, apples and bananas. Arrange hardcover books on coffee tables and cookbooks on the kitchen counter. Fill baskets with decorative towels, scented soaps and moist-

urizers, and place them in the bathrooms.

Take a tip from the pros and keep decorative objects restricted to groups of one, three, or five. The idea is that items arranged in odd numbers are more pleasing and memorable than pairings of even numbers. Within each grouping, create a hierarchy of different heights, textures or shapes. [HGTV.com's accessories section](#) has photo galleries of art, lamps, pillows and other items to help with decorating ideas and information.

**Be scent-conscious.** Your clients might love the smell of sandalwood or vanilla, but don't assume potential buyers have the same preferences. The house should smell fresh—not like air freshener. The key is not to add aroma, but to get rid of offensive or stale odors.

How do you do this? Tackle the source(s). This may mean cleaning out the fridge, taking out the trash, doing the laundry, cleaning the garbage disposal, or changing the kitty litter. Opening windows and vents can help. If the basement smells musty, run a dehumidifier—just make sure to remove it before the showing, since a dehumidifier in the basement can signal water damage to some buyers. Dry-cleaning kits like Dryel can get rid of laundry odors. At \$9.95, [Citrus Magic Solid Air Freshener](#) is an inexpensive yet effective method for eliminating food and general household smells.

**Call a professional.** Your client may prefer to have a professional handle home staging. A directory of Accredited Staging Professionals® can be found at [StagedHomes.com](#). Friends and colleagues might also have recommendations based on home stagers they've worked with.

### INGREDIENTS



1 can (8 oz) Pillsbury® refrigerated crescent dinner rolls or 1 can (8 oz) Pillsbury® Crescent Recipe Creations® refrigerated seamless dough sheet

2 teaspoons olive oil

1 1/2 cups shredded Italian cheese blend (6 oz)

3 medium plum (Roma) tomatoes, sliced

2 tablespoons fresh basil strips

### Cheesy Margherita Pizza

#### DIRECTIONS

1. Separate or cut dough into 2 long rectangles (if using crescent rolls, press perforations to seal). Place on ungreased cookie sheet; press into 12x8-inch rectangle. Brush with oil.

2. Top with cheese and tomatoes.

3. Bake at 375°F 12 to 15 minutes. Sprinkle with basil.



#### Do You Know?

What color flags did NFL officials begin throwing after abandoning white ones in 1965?

1st one to Email me the right answer will win a

WAWA Gift Card