

Home Design that Connects with Buyers

First impressions make lasting impressions. Of all the features that influence a buyer's decision to place an offer on a home, the home's décor nears the top of the list. As a long-time real estate professional, what I hear most from buyer clients is how "dated" the house is.

Repairs, decluttering and depersonalization are still top priorities when preparing your home for market. But the way to really trigger a buyer's interest is the way the home is decorated.



The current design trend is a new version of the oldest style of all--Classic. The Classic interior has evolved towards a more timeless, modern look. The backdrop is usually pale and simple, such as white walls (say goodbye to gray!) and bringing rich colors, lush textures, and hints of gold into the space. Voila! You have winning look.

Today's classic style can also be an eclectic combination of soft lighting, vintage brass, architectural embellishments, organic elements (think seagrass and sisal rugs and houseplants), and velvet throw pillows all of which support the modern classic design.

Each year Pantone selects a color that is based on society, travel, and trends. The Color of the Year 2020 is Classic Blue ([PANTONE 19-4052 Classic Blue](#)). You can find it at Sherwin-Williams (Naval Blue) or ask your local paint shop to help you match it. So be sure to incorporate dark blue in your neutral palette--paint your front door, a single wall, kitchen cabinetry or a vanity.

Making any changes is overwhelming. Here's where an experienced realtor and a home stager could get involved to help you make the right decisions. Remember, the goal is to get your home SOLD.

Whether you plan to stay in your home a few more years or are thinking about selling--think Georgia! I can be a great resource in helping you take the first step. Feel free to contact me with any questions.