

ROC Real Estate & Rental



Home décor for the holidays

The holiday season is upon us. If you have a home on the market, it's important to make some key changes to make it stand out at a slower time of year.

Adding seasonal cheer to your home décor could help your marketing efforts, but moderation is crucial, says Leona Piro of Act Two Home Staging in Mendon. "When done properly, there is something magical about holiday décor," she says. "It elevates the spirit and makes the ordinary seem extraordinary."

Less is more if you have your home on the market, says Paula Amico, an agent at Nothnagle Realtors. "Everyone has a different idea of what holidays mean to them, but I try to tell my clients, don't have every tchotchke out on display," Amico says.

Think of soft glowing candles, gently twinkling white lights, shimmering ribbons and the soft scent of pine when decorating a home for sale, Piro says. Buying a home is an emotional experience, and the holidays provide the perfect opportunity to play into the senses, she adds. Try choosing decorations in colors that coordinate with the room décor if you want to deck the home for the holidays, Piro adds. "You want buyers to focus on the features of your home, not on the decorations, so use them to enhance the space rather than have them become the focal point," Piro says.

Unless your rooms are large with lots of open floor space and you have high ceilings that want to show off, opt for a small tree. Be sure the tree does not block a focal point, like a window with a great view or built-in features. Even though it's cold and snowing, curb appeal still counts. Focus a light on a front door, roof lines, a beautiful window or well-done landscaping, Piro says. White lights and evergreen wreaths are simple and classic and have broad appeal.

Don't forget about maintenance in the winter season, Amico says. "Make sure the exterior is kept clean and the walkway shoveled," she says. "You never know when you'll have a showing."