

MUSIC – A VERY IMPORTANT PART OF HOME STAGING AND OPEN HOUSES

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Proper lighting, whether it be task or mood lighting, is very important when showing a home during open houses. One other item that can literally set the stage, but that often gets overlooked, is music. Of course, it depends on the music you choose. You probably don't want to be playing heavy metal, punk or rap music. As they say, there's a time and place for everything.

The music chosen for your open house should be geared to your target audience. For example, if you are selling a condo in a trendy area of a large city, you might want to play something that would suit that lifestyle. Remember, not only are you selling a property, you are selling a way of life.

Music is such a personal choice. You are never going to appeal to everyone. However, a safe rule of thumb is to keep the music fairly neutral. You can't go too wrong with light classical music, jazz, or my favourite, the European lounge/chill-out music that is so popular in Europe at the moment.

So, along with having your home stager stop by to "primp" your home on the morning of your open house, don't forget to have a selection of music ready as well. It may sound like such a small thing, but it can make a large impact if you select wisely.

Dezipner Digz is a full-service home staging and interior decorating company located in Burlington, Ontario. The owner, Charlene Storozuk, is a member of the Real Estate Staging Association and is the current President of the Halton and Hamilton-Wentworth Real Estate Staging Association.