



Market Trends



How to Attract More Buyers... 9 Quick Fixes

These tips will help you convince buyers your property offers top value for their dollar:

- **Amp up curb appeal.** Look at your home objectively from the street. Check the condition of the landscaping, paint, roof, shutters, front door, knocker, windows, and house number. Observe how your window treatments look from the outside. Something special—such as big flowerpots or an antique bench—can help your property stand out after a long day of house hunting.
- **Enrich with color.** Paint is cheap, but it can make a big impression. The shade doesn't have to be white or beige, but stay away from jarring pinks, oranges, and purples. Soft blues and pale greys say "welcome," lead the eye from room to room, and flatter skin tones. Tint ceilings in a lighter shade.
- **Upgrade the kitchen and bathrooms.** These are make-or-break rooms. Make sure they're squeaky clean and clutter-free, and update the pulls, sinks, and faucets.
- **Expose your hardwood floors.** Unless your carpet looks new and clean, it may be a good idea to pull it up and expose your hardwood floors. Hardwood floors appeal to most buyers in today's market.
- **Screen hardwood floors.** Refinishing is costly, messy, and time-consuming, so consider screening instead. This entails a light sanding—not a full stripping of color or polyurethane—then a coat of finish.
- **Clean out and organize closets.** Remove anything you don't need or haven't worn in a while. Closets should only be half-full so buyers can visualize fitting their stuff in.
- **Update window treatments.** Buyers want light and views, not dated, heavy drapes. To diffuse light and add privacy, consider energy-efficient shades and blinds or go bare!
- **Less is more.** Declutter, declutter, declutter. Simple is always best. Pare down all spaces and strategically choose what to display. Your home will look "cleaner" to the eye.
- **Hire a home inspector.** Do a preemptive strike to find and fix problems before you sell your home. Then you can show receipts to buyers, demonstrating your detailed care for their future home.

FEBRUARY HOME SALES*

Westfield

Address	# Beds	# Baths	Selling Price
128 Marlboro St.	4	1	\$380,000
145 Summit Ct.	3	2.1	\$445,000
706 Westfield Ave.	3	1	\$450,000
554 Fairmont Ave.	4	1	\$455,000
541 Washington Ave.	4	1.1	\$567,500
619 Dorian Rd.	3	2.2	\$715,000
566 Colonial Ave.	5	3.2	\$960,000
744 Embree Crescent	4	4.1	\$1,150,000
425 Kimball Turn	4	4.1	\$1,300,000
827 Willow Grove Rd.	5	4.2	\$1,320,000

Cranford

Address	# Beds	# Baths	Selling Price
32 Grove St.	3	2	\$260,000
105 Mohawk Dr.	3	1	\$310,000
36 W. Holly St.	3	1	\$330,000
22 Wall St.	3	2	\$334,000
424 Brookside Pl.	4	2	\$412,500
209 Thomas St.	5	2	\$538,000
5 Sylvester St.	5	2.1	\$542,700
420 N Union Ave.	4	1.2	\$615,000

Scotch Plains/Fanwood

Address	# Beds	# Baths	Selling Price
319 Myrtle Ave.	3	1	\$225,500
363 Midway Ave., Fwd	3	1.1	\$330,000
2083 Algonquin Dr.	3	1.1	\$333,000
222 Watchung Terr.	3	2	\$370,000
1 Shady La., Fwd	4	2	\$377,500
206 Victor St.	4	1.1	\$385,000
2521 Birchwood Ct.	3	1.1	\$390,000
2011 Birch St.	3	1.1	\$395,000
194 Pleasant Ave., Fwd	2	2	\$416,500
32 Glenwood Rd., Fwd	3	2.1	\$440,000
1249 Maple Hill Rd.	3	1.1	\$455,000
17 Shady La., Fwd	3	2	\$475,000
2 Graybar Terr., Fwd	3	2.1	\$488,000
1371 Raritan Rd.	3	2	\$490,000
1939 W Broad St.	4	2.1	\$505,000
2022 Grand St.	5	3	\$545,000
1993 Prospect Ave.	5	4	\$590,000
10 Fieldcrest Dr.	3	2.1	\$590,000
6 Donsen La.	4	3	\$595,000
2070 Brookside Dr.	4	2.1	\$598,000

Mountainside

Address	# Beds	# Baths	Selling Price
1022 Ledgewood Rd.	3	2.1	\$510,000
1108 Saddle Brook Rd.	4	3	\$720,000
1009 Mary Allen La.	5	4	\$985,000
362 Old Tote Rd.	5	3.2	\$1,095,000



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