

FIRST

impressions

Volume 2: Issue 1

A Publication by LoveLee Homes

Realistic
Renovation

2021 Home
Staging Trends

Seller's Market

Before and
After Photos



FOREWORD

Happy New Year! We are so excited to be able to embark on Volume 2 of First Impressions Magazine. Our hope is to continue to inspire you and give you all the tools you need to have a beautiful home. Last year was anything but predictable, wouldn't you agree? As we look forward to 2021, we are inspired and ready to take on more projects! Be on the lookout for flip properties, design projects and of course the crowd favorite, before and after pictures!

Again, I want to thank all of you for sticking with us over the years and trusting us for all your home staging and design needs. Always remember, you only have one chance to make a great first impression.

Warm and Fuzzies,

Trisha



CONTENTS



- 02. Confessions of a Home Stager
- 03. 2021 Home Staging Trends
- 04. Work from Home
- 05. Bougie vs Budget
- 06. Home Remodel
- 08. Approachable Dining Room
- 09. Table Setting
- 10. Before and After Photos
- 14. The Improved Gallery Wall
- 15. Seller's Market, Design Term
- 16. LoveLee Homes Advantage

Visit our website for the latest info!
www.loveleehomes.com



@loveleehomesdesign



@loveleehomes



/LoveLeeHomes



Trisha Lee

confessions of a HOME STAGER

Everyone wants to know....Well, probably not everyone, but I do often get asked about crazy on the job experiences. This one was more embarrassing than crazy, but let's just lump them all under "confessions!"

I was at an appointment for a staging consultation with a precious couple probably in their late 60's. The home was in the country on a few acres and could definitely be described as a "cute, rural, farmhouse." I had been touring the home giving suggestions about paint colors, editing furnishings, moving furniture, etc—you know, the normal stuff! The home had been added on to several times over the years, so it was taking a while to get through it all. We finally went upstairs to start focusing on the master suite. (Staging tip: We find it really important to make the master bedroom a room that has elegance and peace, since the person who is buying the home will be sleeping in there, we want it to look very relaxing.)

Low and behold, what do my wandering eyes see, but a gigantic mirror on the ceiling over the bed! Framed out of course in honey oak, but I digress, there was a MIRROR on the CEILING over the BED! Folks— I can't make this stuff up. I was SO embarrassed. I couldn't formulate a sentence, my cheeks were redder than red (I think, but I couldn't say for sure because there was no way I was going to look up into the mirror to see) The homeowners assured me the mirrors had been there long before they bought the house and that they didn't install them. However, if my math skills were right (which is questionable) they had lived there nearly 25 years and never took them down. Good for them, I guess. I basically said, "oh my goodness" fourteen times, followed by "uummm" and a few other non-intelligible words and said, please don't put pictures of this room on the listing photos. Ha! Let this just be a golden nugget for the buyers to see upon arrival!

And that was that! Let me know if you are enjoying the new farmhouse, I'll know what you mean. Wink wink.



2021 HOME STAGING Trends

Welcome to 2021, where we brush ourselves off, keep our chins up and try to make your home as marketable as possible! There are a few notable items to mention because it seems the pandemic has changed how buyers view properties.

More time at home means more time in the kitchen. Forbes magazine has found home meal preparation at a leading food trend for 2021! What does that mean for you? Clean, paint, declutter, organize, etc. Get your kitchen in tip top shape for even the pickiest buyers!



TIP Install minimalist hardware in kitchens and bathrooms to help update tired cabinetry

Is your house being judged by its home office potential? More and more people are working from home, be sure to stage an office somewhere in your home!

Dedicated fitness/wellness area. We all know the gym might not be the place where everyone is wanting to go, why not show a spot in your home that would be great for fitness, even yoga or meditation.

Home Spa...aka relaxing bathroom. Ha! Doesn't everyone love the spa? Why not have one in your very own home? Paint your bathroom a bright soothing color, change out the light fixture, add some fresh fluffy white towels, etc. Be sure your "spa" won't soon be forgotten.

Focus on the focal points of your home. Your fireplace is for sale, not the entertainment center. Your beautiful tile is for sale, not all your clutter. Your windows are for sale, not the giant piece of furniture covering them. I'm always amazed when people hide the features of their room with their stuff. Your furnishings should supplement your focal points.

Repair and replace. The only people looking for tired, dirty, broken homes are the ones looking for a good deal. If you are wanting top dollar for your home, be sure to repair what is damaged, clean what is dirty and replace what is broken.

Outdoor living- I know it's hard in Kansas, but people still want it! Create a space outdoors where family can gather. A shady porch, a quiet garden, a sunny garden- all of those areas definitely have the potential to bring buyers in!

Work from HOME

By Kelly Niernberger

Oh, 2020. You taught us many things. How to wash our hands. That toilet paper is top of the list for must haves. Teachers are worth their weight in gold. And last, but not least working from home is doable. Working from home was something most of us had not tried before 2020. Some companies discovered it was profitable and increased productivity. Consequently, for some it will become the norm. So, let's get you set up for success!

Curate a space that calms, inspires, and allows focus. Display pictures of people or places you love. Find a piece of art that speaks to you. Look for something with whimsy like a cute brass snail. It is also fun to have a special coaster for whatever you need to get the creative juices flowing. And a plant is a must have. I prefer live, but if your thumb isn't green there are some amazing faux options. If your space needs to be multipurpose, find a basket to keep your treasures. Make setup part of your prep to get into work mode.

Remember, if you look good, you feel good. Same goes for your work from home space. Make it look good and the good vibes will follow.



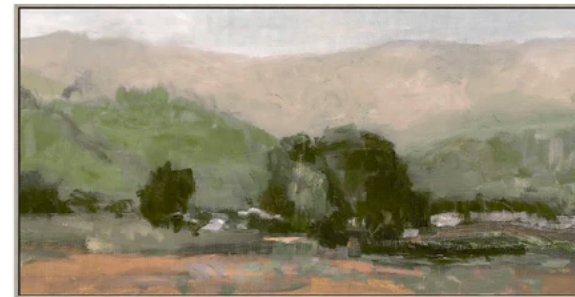
Boujee

BUDGÉT

By Kelly Niernberger

Today's technology has changed the way we decorate our homes. We fill our electronic mood boards with visions of Magnolia Home and Studio McGee. But unfortunately, I do not have the budget to back up those dreams. Hence the Boujee versus Budget. We all get what "budget" is. What the heck is "boujee"!?! Dictionary.com defines it as "hip-hop slang for something "luxurious in lifestyle yet humble in character." Brings to mind the old saying "Champagne taste on a beer budget." So, let us see what some Google searching can offer up...

ART



McGee & Co has dreamy art.
This 49"x25" framed canvas is \$498.



This similar landscape 55"x22" print is \$120 at Juniper.com. They give you a link to Ikea to order a black or aluminum frame for \$19.99.

LIGHT FIXTURES



Ballard Design has beautiful light fixtures. I have two in my home. They are reasonably priced. I have this Orb Chandelier. It is gorgeous! They have a small and large version priced at \$449 and \$549 respectively. FYI, I got mine on sale.

This fixture is from Home Depot and looks remarkably similar. Size wise it is like the small version of the Ballard Design fixture and is only \$129!



RUGS



For my final budget vs. boujee comparison, let's look at rugs. This is a beautiful blue and white 5x7 rug from Magnolia.com. Joanna and Lolo Rugs collaborated on a rug line. It is listed for \$399.

This similar rug is from Target.com. This blue and white tufted same size is a huge bargain at \$99.



I love a bargain! But I must admit sometimes you have to pay up for boujee.

Realistic RENOVATION

Remodeling is the worst; whether it's during a pandemic or not! It's dusty, uncomfortable, expensive and always gets way worse before it gets better. Before you embark on a home renovation there are a few realistic and necessary items to decipher and plan.

REALISTIC SCOPE OF WORK.

Draw a line of where it begins and where it ends. An absolute line. Really think hard about how things will flow and possible future renovations. We did ours in phases, by critically thinking about the progress of our renovations, having a clearly defined scope which made decision making so much easier.

REALISTIC BUDGET.

Factor in what you think it will cost and then add 30-50% and then you'll be in the ballpark. Ha! But seriously, be sure to consider adding a contingency because you will probably need it, things always cost more than you think they will.

REALISTIC TIMELINE.

Things always take longer than you think they will.

REALISTIC LIMITS.

Some things will be on sale, some things will not. Some things you can DIY, some things you cannot. Know your limits! It's ok to splurge on things that will really make a difference and go more budget friendly on other items.

REALISTIC GOALS.

Remember the big pictures. When you are in month 2.5 of the remodel, times will be tough and you will be at the end of your rope. Stay positive: remember why you embarked on the project and how much more functional and beautiful your home will be. Not to mention, how much value you've added!



TIPS FROM A RENOVATION SURVIVOR:

Hire a designer to streamline and create a clear vision for your new design. Designers are privy to the future cast of what is coming into style and going out. There is no sense in spending a ton of money on a renovation that will quickly be outdated. Plus, they can see all the elements together and avoid style confusion making things blend seamlessly.

Interview several contractors before hiring. Ask for referrals, photos, and maybe even visit other job sites they are working on. Have a signed detailed contract with the one you choose. Keep it on the job site to refer back to.

Order all your finishes and have it onsite before you start demo. This will ensure there are no holdups on your end. (Especially during this pandemic, shipping and freight can be 3-6 months!)

Prepare ahead of time. If you are doing a kitchen remodel, be sure to create a makeshift kitchen somewhere else in your home. Trust me on this. Get a table and a hot plate (I borrowed mine from a friend), utilize your microwave, make meals ahead of time and freeze them, and locate somewhere near a sink! I often advise people to do kitchen remodels during the spring, summer or fall, so they can utilize a grill and eat outside most days!



Creating an Approachable DINING ROOM

By Angela Damico

Whether you have a dedicated formal dining room, a single breakfast nook, or a combination of the two, we all have a place in our home where we gather to eat. Now, what if that space could serve double duty? Or needed to serve double duty? Let's explore a few beautiful ways to add some serious functionality to our dining spaces.

Have you ever had friends or family over for dinner, and everyone ended up sitting at the dining table all evening? Even well after dessert was served? Enter the dining-lounge room combo! We've all seen bench seating, now imagine swapping out a bench or few chairs for a comfy sofa! Suddenly, there's additional lounge seating for much more than serving a meal. Game night with the fam? You bet! Happy hour with the neighbors? Of course!

Up next, we have the dining-office combo. For many this year, a home office space has become as necessary as a kitchen. Don't have an extra empty room just waiting to be utilized? Right, me neither. Let's see...a dining table is already a perfect desk height! Wait, that dining chair works just as well for creating spreadsheets as it does for enjoying a salad. If you're lucky enough to have built-ins in your dining space, they could easily be filled with books and bins to hold all the office-y items you need during your work day. That buffet holding Granny's china would also be a handy place to stash your laptop after you've closed up shop for the day.

We want our homes to be beautiful and functional. Creating an approachable, multifunctional dining space may be just what we need to make our home work for us, in all the ways we need it to.



TABLE SETTING 101

By Trisha Lee

Easy as one, two, three!

We often advise homeowners to set their dining room table. Especially if they have another eating area. It helps to add interest to a room, that oftentimes, buyers just skip over.

It doesn't even have to be fancy, in fact, it's better if you keep it simple.



STEP 1:

Charger and white plate (These are even available at the Dollar Tree, seriously- \$1 each!)

STEP 2:

Napkin and Garnish. It could be a simple napkin, or colorful one. A garnish could be a sprig of fern or eucalyptus. (Or even a fake apple in the bowl!)

STEP 3:

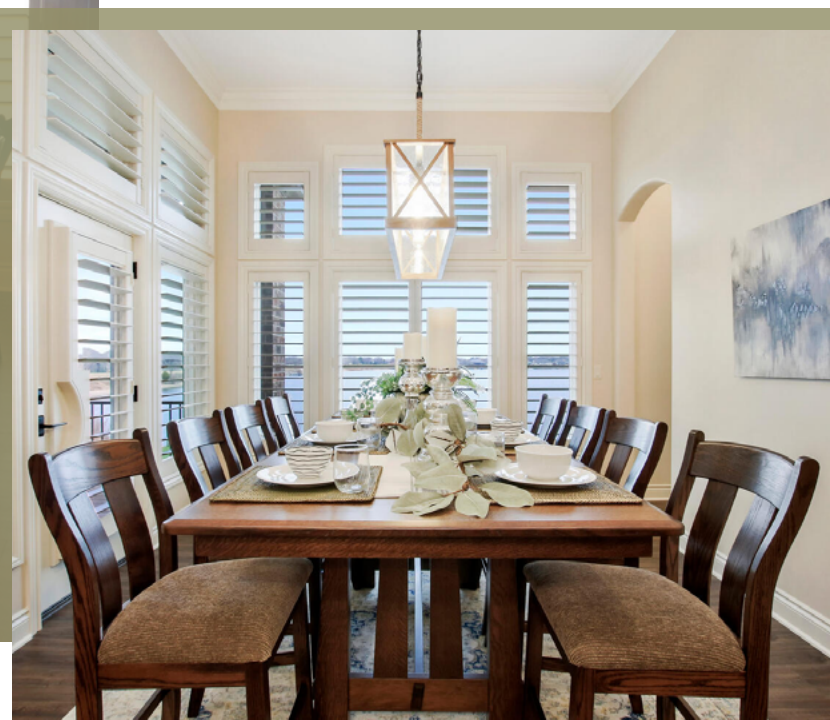
Add a bowl to complete the setting. And a plant or pitcher in the center of the table! Voila- you're a pro!



BEFORE + After



Home Staging Creates an Emotional Connection. We make it feel like home so buyers will want to make it their home.



Home Staging means higher offers from more buyers. When people love it, they'll pay more for it!





Home Staging will help you sell it for more! Maximize the sale price, maximize your profit!

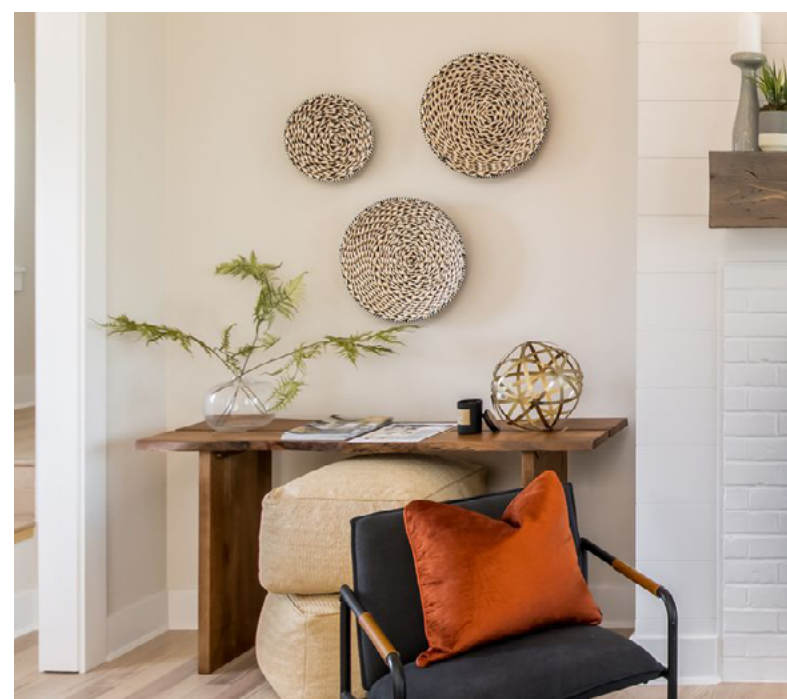


GALLERY Improved Y

By Angela Damico

Oh, the gallery wall. For many homeowners, there's nothing that strikes fear in our hearts like a huge empty wall. While they can no doubt be intimidating, getting creative and embracing imperfect spacing can help you achieve the stylish gallery wall you're after.

Let's think outside the photo-only gallery wall. Groupings of vintage art, baskets, and hats are all updated ways to create large-scale art and tons of style. When it comes to hanging your groupings, don't overthink it! Throw the notion of symmetry out the window, if you're feeling wild. Ask your spouse, friend, or neighbor to be your second set of eyes or hands, and start moving things around until it feels and looks just right. And remember, if you hang something and then instantly wish it was two inches to the left, just move it! It's only a little, teeny, tiny, baby nail hole, (Karen). Seriously couldn't resist. :)



SELLER'S Market

By Hayley Fields

We all know that 2020 presented everyone with lots of change and unprecedented challenges. You may have heard about the 2020 real estate market, or even experienced it firsthand. We interviewed local realtors Derek Walden, Isaac Sprague, Tonya Stephenson, and Shane Phillips to get their take on last year's market conditions.

According to Shane Phillips, "Like almost every start of a new year, 2020 began with strategic planning, lots of hope, and optimism. When just a few months later, mid-March, the world came to a sudden halt, optimism quickly turned to anxiety as no one knew how the market or normal everyday life would be impacted. With the city and the world sheltering in response to the global pandemic, the resulting market response was truly unexpected. Forced homeschooling, Zoom meetings, and working from home collectively caused the housing market to pause before erupting in ways no one expected. Some families realized that they needed a dedicated home office while others wanted an isolated space for homeschooling. Some concluded that renovating their existing homes would be the best option while others found that such an investment would be cost-prohibitive and decided instead to see what they could find on the market that would satisfy their new needs. What they found were historically low interest rates and equally low inventory of available homes which, together, drove both home sales and home renovation projects for the remainder of the year. Consequently, this persistent shortage of available homes caused an escalation of market pricing and continued drops in interest rates which have shaped the real estate market in ways we are still experiencing in 2021."

So now what do realtors predict for the remainder of 2021?

According to Tonya Stephenson, "It looks like it is going to be a seller's market again this summer. While prices fell off a little bit this past fall/winter from the prices pushed up during the summer, inventory is still relatively low. As buyers enter the market in the next sixty days, I don't anticipate the sellers will keep pace. There will undoubtedly be a correction as the pandemic extends economic woes and the reality that people can't afford their house payments or need to relocate for jobs but I don't think that will happen within the next twelve months. I expect prices will continue to escalate due to shortage of inventory again over the summer months. Hold onto your SupraKey. It's going to be a wild ride."

Derek Walden and Isaac Sprague explained that their "forecast is that the trend will continue. Inventory will continue to be low, even at higher price ranges. Demand will increase. And having a professional to help sellers and buyers navigate the market will be indispensable."

The LoveLee Homes team is here and eager to continue serving clients with all of their home staging needs. If you are looking to sell your home, the odds are already in your favor- why not give your home a fresh look and increase your over-asking? Contact us today to turn your house into a prospective buyer's dream home.



COMPLEMENT

/kämpləmənt/

To perfectly enhance or improve a design. Not match-y match-y, but complete.

- Trisha Lee -

THE LOVELEE HOMES ADVANTAGE

Whether we're staging to sell or designing to live, our passion is to create a beautiful home.

Quality:

The quality of our furnishings will always match the quality of your home.

Largest Inventory in Wichita:

We have an immense collection of furnishings; thousands of items and it is always growing with new styles and trends.

Furniture that Fits:

We know how to select furnishings that match the size and scale of your home. Everything will be a perfect fit!

We know that first impressions matter, what will your first impression be?

NOW OFFERING VIRTUAL STAGING CONSULTATIONS

LoveLee Homes is now offering staging consultations everywhere! As long as you have connection to the internet, we have a streamlined process to help you get your house staged and ready to receive top dollar offers.

1. Schedule a consultation through our calendar.
2. Email photos of the property to staging@loveleehomes.com at least 1 business day before the appointment.
3. We will review the photos and virtually meet with you or your client at the scheduled time.

Let us help you identify how to lay out your furnishings and highlight your home's best features for more successful showings!

Photo Credits

AEV Real Estate Photography:

front cover, p. 3 (left), p. 8 (left),
p. 11, p. 15

Monique Gaines:

foreword, p. 16

Adler Grey:

p. 2, p. 14 (left)

Tobie Andrews:

p. 1, p. 3 (right), p. 4, p. 8 (top right, left),
p. 10, p. 12, p. 13 p. 14 (top)

Trisha Lee:

p. 6-7, p. 14 (bottom right)

McCurdy Auctions

p. 8 (bottom right)

Emily A. Clark:

p. 8 (middle right)

Hayley Fields

p. 9



LoveLee

HOMES

