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Home *Guide*



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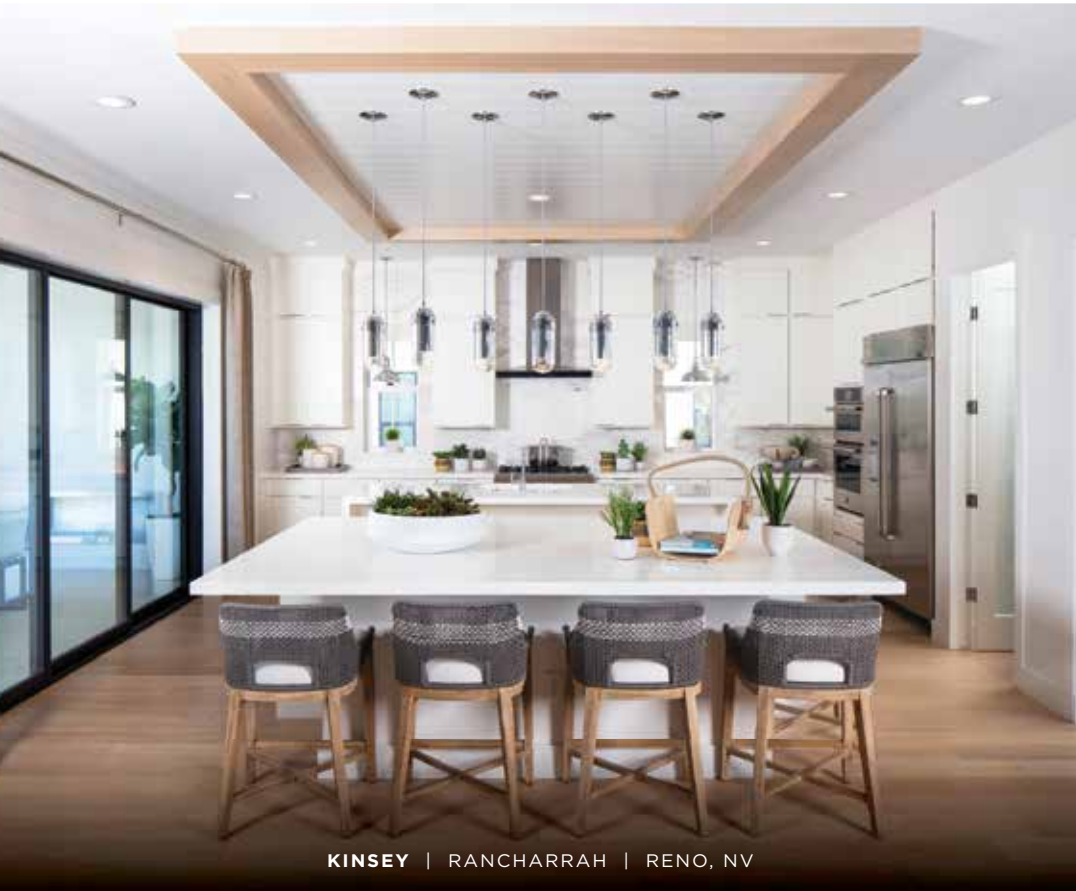
Expert Home Advice for Fall.

WRITTEN BY HEIDI BETHEL

As the new school year gets into full swing and autumn sets in, Reno-Tahoe home experts are ready to share their insights into the market, suggestions for making the home show-ready, thoughts on home appliances, and more.



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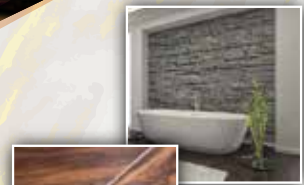
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Sam Olson, team lead and owner of The Olson Group of RE/MAX Professionals in Reno, offers a few considerations for those looking to buy or sell their homes.

"You may have seen in the news that big changes are coming to the real estate industry," he says. "It's true, but not as it's being reported. The price you pay for a home, the inspections you get, the lender you use, and, to an extent, the rate you pay, and the amount you pay your real estate agents are always negotiable, as it always has been. It's never been more important to have qualified representation when considering making a move."

Show Ready

Meredith Martin Fischer, a broker associate for Compass, with offices in Reno, Incline, and Truckee, says that when you're preparing to sell your home, it's important to consider it an asset rather than just where you live.

"Depersonalizing and whitewashing the space are key in this process," she adds. "Home staging and design play a crucial role in depersonalizing a home. This involves rearranging furniture and adding décor to make the space attractive during walkthroughs and when capturing listing photos. Depersonalizing allows potential buyers to envision themselves living in your space. Focus your efforts on the living room, primary bedroom, and kitchen, as research shows these are the areas that buyers prioritize and where staging is most effective."

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Betsy Caron, Realtor with Chase International Real Estate in Sparks, encourages readers to consider using their furnishings — with a few caveats.

“You can always use your own furniture pieces if they complement the house nicely,” Caron notes. “A nice, oversized couch that places well can really show the expanse of a living room, or a custom dining room table can speak to the character of the space.”

In addition, Karen Walker Hill, residential specialist for Ferrari-Lund Real Estate in Reno, urges clients to add furnishings to empty houses on the market.

“When some of the spaces are hard to show or if the paint isn’t perfect, staging is a great way to go,” she explains. “Staging runs from not expensive to very expensive, depending upon how much you do in the house. Paying about \$4,500 for three months sounds very fair if you get top dollar for the house because now it shows so well.”

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Photo provided by Toll Brothers


Home Design is About Details

Options abound for ways to customize and enhance a home. Shaun Klein, director of business development for Nova Tile and Stone, which has stores in Reno, Sacramento, Minden, and Fernley, recognizes that big projects can be intimidating.

"Folks have to pick out countertops, tile, stone veneer, and all the finishes plus select the products and make sure they match," Klein says. "Then come the fabrication and installation elements. This process comes with a lot of decision-making and can be overwhelming. I always encourage people to visit a showroom and start exploring. From there, they can connect to other people within the industry and end up with a beautiful, finished product."

Toll Brothers offers new luxury homes in the Reno-Sparks area, including quick move-in options and expertly curated model homes designed by professionals. Buyers can choose from homes that are ready for move-in within a few months, with designer-appointed features, or beautiful home designs ready to be built specifically for them.


"Your vision, your choices, your dream home," says Donna O'Connell, Reno division president of Toll Brothers. "You have a vision of a home that's just right. It fits every moment. It fits every dream. Toll Brothers' home design options with flexible floor plans give you the power to choose the home that fits your life just right. We provide flexibility and quality to bring your vision to life."





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Photos of Midtown Reno showroom provided by Sol-Up



Smart About Home Appliances

"The worst phone call I get every holiday season is from someone getting ready for company who tried to self-clean their oven and broke it right before the gathering," explains Samantha McGlaughlin, co-owner and general manager of Sargent's Appliance Sales and Service Center in Sparks. "That's a problem. The self-clean feature can bake the control board or pull so much energy through the circuit board that it arcs it, and the circuit board fails. Fall would be a great time to do that preventively to make sure it's in working order before the holidays."

Looking to upgrade your home with energy-efficient appliances? Sol-Up, located in Midtown Reno, offers cutting-edge solar solutions that combine sustainability with top-tier performance.

Steve Hamile, the chief operating officer of Sol-Up, brings a rich family history in the restaurant and hotel industries to running the company.

"I grew up as a chef and founded restaurant groups in California and on the East Coast," Hamile explains. "I always was very much interested in bioavailability and, over the years, combined the two to run sustainable restaurant groups. The Sol-Up showroom leans on my experience to offer homeowners energy efficient and sustainable products."

At Sol-Up, you'll find lifestyle products that include BlueStar appliances, rated No. 1 in home appliances and favored by more Michelin-starred chefs than any other brand in the world. These top-of-the-line appliances are designed to deliver superior performance while reducing energy consumption, making them a perfect choice for eco-conscious homeowners.



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Get Organized

School is back in session, and organization is top of mind. As life gets busier for families, coat racks, storage bins, and labels are great for organizing family members' items. Linda Demers, owner of LCDmodern in Reno, emphasizes that getting into a good routine is the easiest way to keep your home organized.

"Place your mail, shoes, keys, etc., in the same place daily," she says. "Make your bed each morning, and put your clothes away in the evening. These also are great tasks to teach the kids early. This will set a routine that will help your home and life and give you peace of mind when the family is busy."

Demers suggests including a coat rack near the entry, such as the one pictured here. It's available in black or white at LCDmodern at the corner of West Moana Lane and Lakeside Drive.



Photo provided by LCDmodern



Investing in the Arts

With offices in Reno, Truckee, and Lake Tahoe, the real estate professionals at Sierra Sotheby's International Realty love supporting clients' desire to make their houses into homes. This is one reason they seek out the finest artisans and vendors to make each home's décor an expression of its owners' lifestyle.

"As proud sponsors of the Reno Tahoe International Art Show, we understand the importance of investing in events that support our communities, the arts, and local hospitality," says Rachel Carlson, marketing director for Sierra Sotheby's International Realty. "Featuring a sculpture walk, panel discussions, bespoke furniture, cars, and over 20 musical performances, this four-day Reno event is sure to get your creative juices flowing at home."

The Reno Tahoe International Art Show takes place Sept. 12 – 15 at the Reno-Sparks Convention Center in Reno.

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Graeagle Appeal

Leah West, Realtor/owner at Graeagle Associates, and her team have a combined 60 years of local area knowledge and expertise about Graeagle. They urge readers to visit this beautiful area.

"Have you been to Graeagle or Eastern Plumas County?" she asks. "This is the most charming, quiet, low-impact, and beautiful landscape to explore, experience, and enjoy."

Plumas County has a total population of 19,000 and only four stoplights in the entire county. "We are literally a one-hour scenic drive from Reno. Explore our local area's golf courses, the Lakes Basin Recreation Area, mountain biking, hiking, and fishing. We have it all!"

This fall, whether it's heading to an inspiring art show, getting ready for the school day, taking on a big design project, or looking into a clean-energy solution for your home, Reno-Tahoe hosts an impressive lineup of experts ready to help. Be sure to reach out to these folks for a seamless experience today! ❖



RESOURCES

Chase International (Betsy Caron)
Chaseinternational.com

Compass (Meredith Fischer)
Compass.com

Czyz's Appliance
Czyzbrandsource.com

Ferrari-Lund Real Estate (Karen Walker Hill)
Ferrari-lund.com

Graeagle Associates
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