



PRESS RELEASE

Contact: Anne West
Tel: 847-687-5957
Email: anne@redesigndoctor.com
www.redesigndoctor.com

FOR IMMEDIATE RELEASE

Redesign Doctor Helps Stressed Home Sellers Get Relief New One-Stop Source Prepares and Stages Homes for Quick, Top-Dollar Sale

Wilmette, IL --- December 1, 2008--- Redesign Doctor, the Wilmette-based home staging and redesign firm, announced today that it has expanded its services, becoming the [one-stop source](#) for North Shore homeowners preparing their homes for sale. The firm has assembled a full team of experts who can do everything necessary to make a property shine.

“There are so many things a seller needs to do to get his home ready to sell”, says Anne West, owner of Redesign Doctor. “Repairs, de-cluttering, yard clean-up, carpet replacement, painting, etc. It can be overwhelming, and adds to the stress the homeowner is already feeling about whether the house will sell and whether they will get the price they are looking for.”

The goal is to make only those changes and improvements that will yield a positive return on investment for the seller. The property needs to look great, but at the same time it doesn't make financial sense to over-improve it. “Some things, like repairs, just need to be taken care of, period” says West. “But things that fall into the cosmetic enhancement category need to be weighed against

whether the cost will be recouped in the sale price of the house.” This is where homeowners really need the help of a professional.

That’s where Redesign Doctor comes in. Trained in both design and marketing, its consultants see the home through buyer’s eyes and can identify all the obstacles to a quick, top dollar sale. Not only do they know what needs to be done to present the house in its best light, they can get it taken care of quickly and affordably.

Often homeowners are reluctant to put money into a house they are selling, since they won’t be around to enjoy the improvements. That logic can be faulty, however. Today’s buyers are able to be picky, and want a house in move-in condition. They don’t want to take on a list of improvement projects, and if they think they will need to, they will start subtracting the cost from the price they are willing to pay. They always estimate higher than the real cost. A savvy seller can get those things done for much less money than the amount the buyer is discounting the price, by using a professional who can advise them on which changes to make and then get those things done at a reasonable cost.

Visit www.redesigndoctor.com for more information.

About Redesign Doctor

Redesign Doctor is a full service home staging and redesign firm in Wilmette that specializes in helping home owners sell their homes quickly and for top dollar by “packaging” them to stand out from the competition and appeal to the widest possible pool of buyers. Services include on-site assessment, minor repairs, curb appeal enhancement, cosmetic updates, decluttering and staging.

#

If you’d like more information about this topic, please call Anne West at 847-687-5957 or email anne@redesigndoctor.com