



## Special Interest Articles:

Staging Hints  
Red...When it works, it works great!  
Page 2

Staging Hints:  
Why Curb Appeal matters!  
Page 3

McDonalds discovers Feng Shui!  
Page 2

What is RESA?  
Page 3

## Welcome to Home Staging with Feng Shui!

Feng Shui...the art of placement... is actually an environmental science! It helps create environments that are balanced and harmonious...places allow people to be healthy, successful and secure in their surroundings.

The Feng Shui Cure also weds the time-tested strategies of home staging with powerful subtle changes brought about by Feng Shui, so that homes sell more quickly.

By combining home staging with Feng Shui, you create a soothing environment that encourages buyers to

linger just a little longer.

This is our first quarterly newsletter, Our intention is to provide staging information and tips to Feng Shui Staging Professionals and also provide an avenue for sharing suggestions, ideas, and success stories among practitioners.

So send us your success stories and let us feature you in our next newsletter! And don't hesitate to share the newsletter with your customers. It can be a great way to market your services, and also provide your clients with information they can use

as they improve the environment of their homes.

By sharing the impact Feng Shui is having in other homes, they will understand why you want them to make some of the changes you have suggested.

It's always important to remind sellers that the way they live in a home and the way they sell a home are two different things. Their home is the biggest single investment they may own....doesn't it make sense to market it in a way to earn top dollar!

## If you missed Charleston, join us in Knoxville on May 14-16, 2008

**Home Staging with Feng Shui** was in Charleston, South Carolina on March 18-20, 2008 for a 3-day certification workshop. We met in downtown Charleston at the Real Estate Studio on King Street, which proved to be a great location.

Participants were greeted by a beautiful Charleston spring, and the warmer temperatures were a welcome change.

Registration response for all workshops has been outstanding. Our next workshop will be held in Knoxville, Tennessee on May 14-16, 2008. We will meet at the Knoxville Area Real Estate Headquarters.

Pre-registration is required and seats are filling rapidly, so don't wait to register if you know someone who plans to attend. If Knoxville isn't possible, visit our website

possible, visit our website [www.TheFengShuiCure](http://www.TheFengShuiCure) for other workshop opportunities scheduled throughout the year.



## Red...when it works, it works great!



Red is one of those colors that can draw attention to the best a setting has to offer...or the worst!

From a psychological point of view, people associate red with warmth and energy. In the Feng Shui world, red represents the fire element, and is especially important in the “fame” area of the home.

Red stimulates your appetite and makes you eat faster, so fast food restaurants use red to increase the pace that the patrons eat,.

Red can also increase blood pressure and cause the heart to beat faster. It can increase aggressive behavior.

A red door is considered by many to attract positive energy or “chi” and invite it into your home. And recently, red has become a popular dining room color.

However, red can be over-stimulating. If your dining guests always seem to eat quickly and then move to a more “relaxing” room, you may need to reduce the intensity of the color, or confine it to one focal wall. Red flowers at your doorway may be sufficient to get that positive energy through your door.

Too much red can throw the important feng shui elements out of balance...we need some fire in our rooms, but we

don't want them “on fire”.

So when you are staging a home to sell, red can be just the color you need to draw attention to a special feature in a room. A red pillow on a chair will draw you in that direction.

But a little red goes a long way. Many people find red too intense for walls, especially with today's popular nature-based color palette. Since red is also a difficult color to paint over, prospective buyers may be reluctant to buy a home they regard as needing a labor-intensive paint job before they can begin to relax and enjoy their new space.

## McDonald's buys into the world of Feng Shui

When you walk into the McDonalds in Hacienda Heights, California, you might not recognize much more than the menu. The restaurant was recently redesigned using the principles of feng shui, and special care was taken to ensure that all five elements were represented in the interior.

The owners say they want to create a soothing setting that encourages diners to linger over the burgers and fries, and come back again.

The restaurant addresses the five elements through wooden ceilings, silver-coated chairs and red accents. The textured walls are patterned after ocean waves, and a special waterfall area is included in the décor. Eight rows of red tiles near the food counter combine the fire and earth elements with the very auspicious number 8.

The owners say business has picked up, and customers are responding positively, even if they don't recognize the feng shui



composition. But other owners are taking notice, and two more McDonalds in the area have contracted for a feng shui makeover!

## The First "Test": Curb Appeal

In some ways, staging the outside of a house is even more important than staging the inside. A recent real estate community trends survey found that **82% of real estate agents reported buyers refused to even look inside a house** if they didn't like the way the outside looked.

Sellers often think they will win over potential buyers once they see the home's great interior features. They forget that the buyer must first make it through the front door. More importantly, they forget potential buyers see the

exterior when they arrive **AND** when they leave, so any negative impact is doubled!

Encourage homeowners to attract positive energy with a sparkling clean entrance, bright flowers on each side of the door in attractive pots, and a fresh welcome mat. Hardware should look great, and if it doesn't, this is one of the repairs the seller should make before listing the home. Paths and walkways should be swept clean, shrubbery trimmed and windows squeaky clean. The door is the home's "mouth of chi"...the

entrance way for positive energy...so anything that blocks its movement can be a problem.

Remember that potential buyers will stand at the door for several minutes while the realtor gets the lockbox open...plenty of time to notice every needed repair or improvement. Since buyers can make up their minds they are not interested in a property in **less than 30 seconds**, they may have mentally "moved on" before they even walk through the door!




---

*If you haven't joined the Real Estate Staging Association, don't waste another moment!*



### The Feng Shui Cure

#### We're on the Web!

Visit us at:

[www.theFengShuiCure.com](http://www.theFengShuiCure.com)

### About Our Organization

**Steve and Gwen Kodad** are "The Feng Shui Cure" team. Steve is a certified Feng Shui consultant, home stager, real estate broker and author of the book **Feng Shui for the Real Estate Agent**.

Gwen is also a home stager, and has years of presentation experience.

We focus not only on improving individual environments through Feng Shui, but also conduct presentations and workshops in the art of getting homes sold with Feng Shui.

We are members of the Real Estate Staging Association (**RESA**) and

encourage all home stagers to join the only association formed to support all professional real estate stagers in North America regardless of their designations, backgrounds or training. **RESA** is a portal to the staging industry and is a source of education and business tools focusing on the needs of stagers.

**Have a question about home staging with feng shui?**

Email us at [seedreamhome@hotmail.com](mailto:seedreamhome@hotmail.com), and we'll answer in the newsletter!

Steve & Gwen Kodad  
3217 Colonel Springs Way  
Fort Mill, SC 29708

PHONE:  
(803) 802-2255

