

The Two Rooms that Sell Homes: Kitchens and Bathrooms



You've likely already noticed, but where do people go when they arrive at your home? They head to the kitchen to proudly present a bottle of wine or six-pack, a bouquet of flowers, or a homemade casserole they brought, even though there's plenty of seating available in the living room. The kitchen is the place we bond, where those who care the most for us prepare the foods that nurture us. It's the part of the home where you can connect to your grandmother's favorite family recipe – or

experiment with a new or ethnic dish. It's the social center, the gathering place of the home, and that's proven by noticing that fewer homes still feature dining rooms. In today's homes, you're more likely to see spacious kitchen areas with islands and bar stools.

In fact, a multi-functional kitchen island (with surface area, storage, and extra seating) is a feature that ranks high on the list of buyers' "must haves." I've seen islands with microwaves installed, and a creative addition is a hide-a-way place for a pet feeding station. Sufficient counterspace (granite or quartz as preferred options) is important, but being able to keep the countertops clutter-free absolutely amplifies the salability of a home. Sometimes that clutter-free requirement is achieved through cabinetry that permits hiding countertop appliances. The amount of cabinetry and storage will often make or break a sale, but color (for instance, two-tone: top cabinets white, lower cabinets gray) typically isn't a dealbreaker; buyers know they can personalize colors as they wish.

Backsplashes make the boldest statement about the whole feel of the kitchen – but so does the cabinetry's hardware. An easy, DIY inexpensive way to upgrade your kitchen is to switch out all the old hardware and drawer pulls to something more contemporary. Light is an essential feature of the kitchen that all buyers want, natural sunlight gleaming through windows or generous lighting coming from trend-setting light fixtures. Light, easily reflected, is probably another reason why white kitchens are so popular. There are dozens more design choices one makes in this top priority room. The photo I chose indicates how a glimpse of a small space (here, about eight feet) reveals a good sense of the homeowner's overall design priorities.

In contrast to the social kitchen, the bathroom represents the most private space of a home. Yet the aesthetics and design choices of baths remain critical features. Think about it: in today's bathrooms; every single element – flooring, vanity/cabinetry, sink, countertop, faucet, mirror, lighting, toilet, tub or shower, plumbing fixtures, tile, grout, storage – demands conscious design choices and a cohesiveness to the whole room. I've worked with buyers who love mid-century modern but the prospect of remodeling a 1960s bath with pink square tile was just too much to consider. Emphasize to sellers the importance of decluttering all personal items (including toiletries **and** the medicine cabinet), showcasing fresh, fluffy white towels, and ensuring perfect cleanliness before all showings. That on-point kitchen and that stylish, relaxing bath will get your home sold, so let's get your listing on the market.