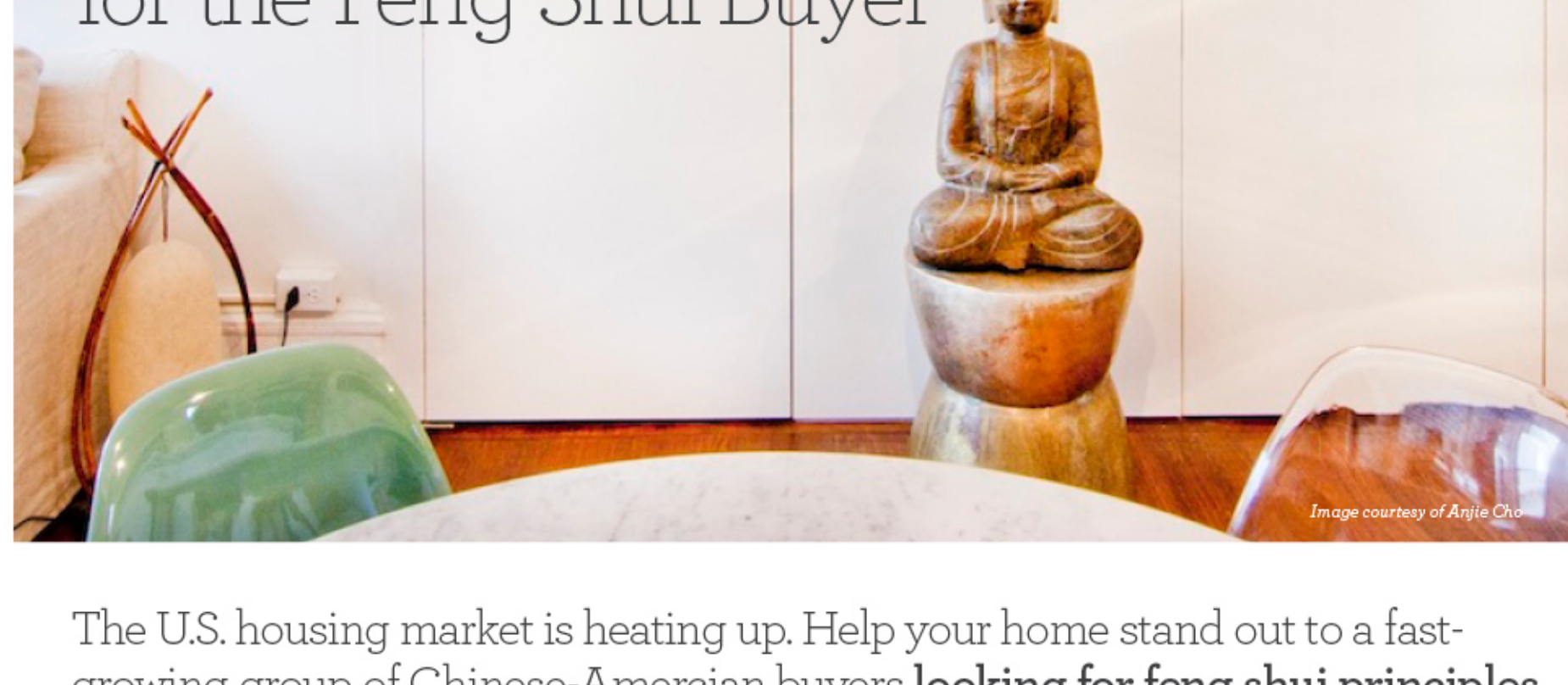


How to Stage your Home for the Feng Shui Buyer



The U.S. housing market is heating up. Help your home stand out to a fast-growing group of Chinese-American buyers looking for feng shui principles.

CHINESE and Chinese-Americans comprise the fastest growing segment of home buyers in the U.S. today. If you're putting your house on the market, it's more important than ever to consider the factors that will make your home attractive to this set of buyers. Check out feng shui insights and subtle design tips from Better Homes and Gardens Real Estate to enhance your home's appeal to the feng shui-practicing home buyer.



\$28.6 Billion

Amount Chinese buyers spent on U.S. residential real estate from April 2014 to March 2015

\$831,000

The average home price for Chinese buyers last year; far more than the average U.S. house price of \$256,000

What is Feng Shui?



Feng shui is considered to dictate spatial arrangement and building design to produce a harmonious qi flow—the word “qi” translates to energy

Feng shui homes allow the energy of the five elements—wood, fire, earth, metal and water—to flow freely through the home and encourage balance and calmness

5 Quick Feng Shui Fixes:

1. CLEAR THE CLUTTER

Feng shui depends on the free flow of the elements through your home. Clutter on kitchen countertops is an especially big red flag for any feng shui-minded buyer.



1. It's ideal for cabinets to reach the ceiling (as seen here). If they don't, try placing living plants or items of personal value above. Stagnant energy is a no-no, but so is filling that space with the wrong energy.

2. Countertops and tables should remain free of clutter and appliances. Tuck things like blenders, toasters and spice racks away before you welcome potential buyers for a viewing.



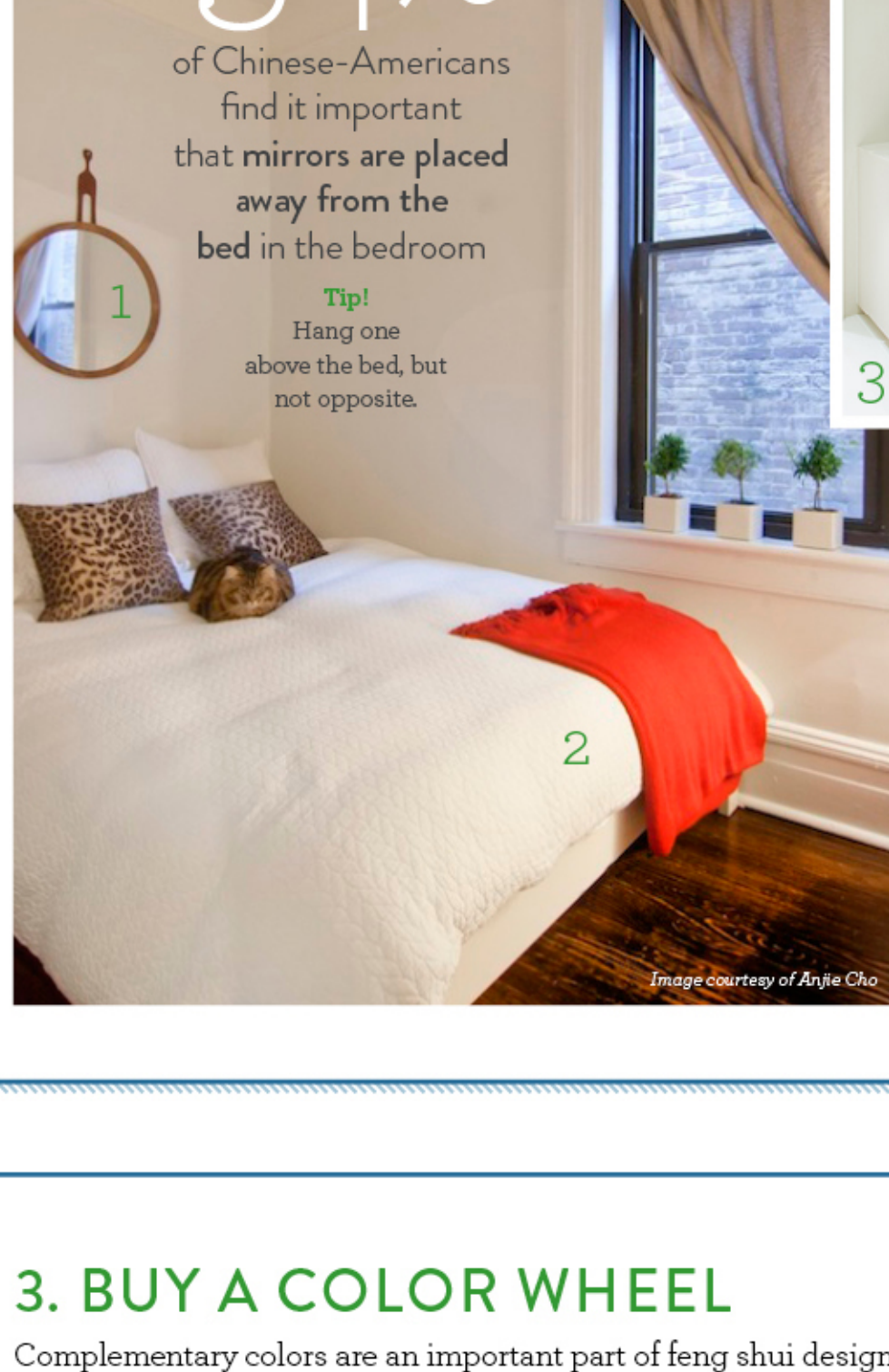
64%

of Chinese-Americans desire an organized, clutter-free kitchen when looking for a new home

Tip! Invest in tools that will help you stay organized. →

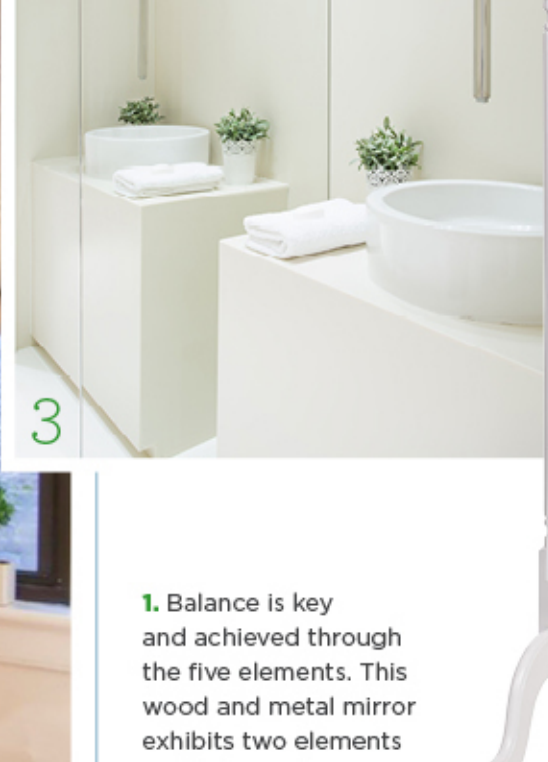
2. KNOW WHERE TO PUT MIRRORS

Mirrors can be friend or foe in feng shui styling—know where to put them in all rooms.



34% of Chinese-Americans find it important that mirrors are placed away from the bed in the bedroom

Tip! Hang one above the bed, but not opposite.

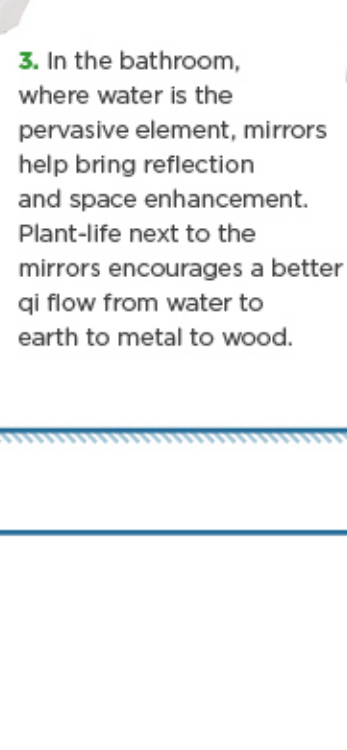


1. Balance is key and achieved through the five elements. This wood and metal mirror exhibits two elements well balanced.

2. The mirror's placement, and proximity to a red, fiery blanket, helps with elemental balance. While mirrors should not be directly opposite the bed, above the bed is ok.

23% look for a full-length mirror in the bathroom

Tip! Place one for showings even if you'll remove it later.



3. In the bathroom, where water is the pervasive element, mirrors help bring reflection and space enhancement. Plant-life next to the mirrors encourages a better qi flow from water to earth to metal to wood.

3. BUY A COLOR WHEEL

Complementary colors are an important part of feng shui design. If you don't know how to tell what is complementary, consult a color wheel.



1. Painting your front door green is said to bring growth; red can bring wealth; blue, relaxation; and brown, stability.

2. The kitchen is a great place to introduce the elements since fire (stove) and water (sink) will already be there. Try to place them opposite each other and balance with metal and wood.



32%

of Chinese-American buyers look for complementary colors in the kitchen of a new home



Tip! Bright colors like red and orange represent fire, or energy, passion and creativity...great for cooking inspiration!

4. FREE THE BED

Feng shui principles dictate that your bed should be accessible from all angles. If it's not, move it to the center of the wall.



1. Headboards, especially solid ones made from wood, provide additional strength and supportive energy.

2. Banish the TV! If you insist on having one at the foot of your bed, enclose it inside a cabinet and shut the doors for your viewings.

3. If you don't have a dedicated room for your home office or study, use a screen to divide it from the bedroom to contain the work energy.



41%

of Chinese-American buyers want to see a bed that is not directly facing the door

Tip! Avoid the “Death Position,” when feet point out the door while in bed. This could detract a buyer right away.

5. EMBRACE YOUR GREEN THUMB

Buyers who practice feng shui will look for the presence of live plants, particularly in balance with other elements.



1. Because bathrooms are full of water energy, placing earthy elements throughout can help create a balance.

2. Plants placed in corners are said to prevent energy from stagnating there.

3. Look for plants with soft, rounded, not spiked leaves. Large plants like lily, bamboo and jade varieties are best for good energy.

18%

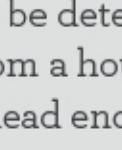
of Chinese-American buyers will look for live plants in the bathroom of your home

Tip! Soften hard edges and corners of furniture pieces with live plants.



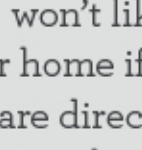
Deal Breakers:

Faithful feng shui followers may not consider your home if it includes one of the below. Our advice? Focus on the elements of feng shui that you **can** change and appeal to the less conservative feng shui buyer.



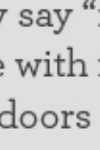
31%

will be deterred from a house on a dead end street



29%

won't like your home if stairs are directly facing the door



24%

may say “no” to a home with front and back doors aligned

SOURCES:

Better Homes and Gardens Real Estate and the Asian Real Estate Association of America Feng Shui Survey 2015

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