



HGTV star sets stage in Holy City

By Wevonneda Minis
The Post and Courier
Sunday, November 18, 2007

Terry Haas and her husband, Tim, were looking for a place to relocate someday when they visited Charleston on vacation in July. The couple developed an instant attachment to the Holy City, returned to their house in Virginia and put it on the market.

Terry Haas says they got four offers on the house and sold it in two days.

If anyone should be able to sell a house that quickly, Haas should. She's a real estate expert on the popular Home & Garden Television show "Designed to Sell."

"The show's premise is that you want to sell your home, but you need to get your home ready to put on the market," Haas says.

It's her job on the show to tell homeowners the changes needed to make their homes attractive to buyers. The show provides the homeowners with \$2,000, a designer and a construction crew to make the recommended changes.

Haas also owns Terry Haas, a home-staging business that she has opened in Charleston. Home staging has become an accepted way of getting houses sold more quickly and for more money. Other home-staging businesses in Charleston include Stage My Charleston Home and First Impressions.

Haas is not too concerned about the slowdown in home sales that many areas of the country are experiencing.

"People are still buying and selling houses," Haas says. "The market is not completely dead. The ones that sell are the ones that look the best. And sellers have to go the extra mile."

What sellers need is for someone to be brutally honest with them about what the market is looking for, without being cruel, Haas says. She tells clients what she thinks about each room of their home and all the spaces outside.

"I give you lots of great ideas about what can be done in your own home for reasonable amounts of money. You may do all of it, or you may do one thing. A lot of it you can do by yourself. Everybody can work a paintbrush pretty much."

The things that make a house more attractive in one part of the country will have the same effect anywhere, Haas says. For example, sellers should be careful about how they personalize their homes.

They also should be sensitive to having too much clutter. Those things are true for a one-bedroom condo as well as a \$5 million house.

Haas will continue working with "Designed to Sell" in the District of Columbia, Maryland and Virginia, flying back and forth to do the show.

For more information on Haas, visit www.TerryHaas.com. For information on other Charleston home stagers, visit www.redesigningcharleston.com, www.traintostagehomes.com or www.stagemycharlestonhome.com.

Reach **Wevonneda Minis** at 937-5705 or wminis@postandcourier.com.

Copyright © 1997 - 2007 the Evening Post Publishing Co.