

For more information contact:
Lana Simon
Coldwell Banker Gundaker
847-313-6770
lane.simon@cbexchange.com

FIRE UP YOUR HOME SALE

ST. LOUIS, MO (January 10, 2011) – Homebuyers shopping in a winter wonderland are warming up to a hot item that many desire in a home – a fireplace. More than 60 percent of respondents to Associated Design’s annual (Home from the Heart) survey say they want a fireplace in their home. While the demand remains high, there are factors to consider during a home sale to keep your fireplace from catching the flu.

“A fireplace is an amenity that more buyers expect to see in a home,” said Jim Dohr, president of Coldwell Banker Gundaker. “Once a practical heating solution, the fireplace has become a luxurious feature that is both functional and stylish.”

Consider these points to keep your fireplace healthy this winter:

- **The room’s focal point.** Don’t hide or ignore your fireplace. It should be the focal point of the room. Furniture and décor should be placed around and in relation to the fireplace.
- **The bells and whistles.** Whether your home has a modern look or traditional style, your mantel or frame should match the room. The same goes for glass vs. mesh wire and screens.
- **The cleanliness.** If you have a wood-burning fireplace, keep the area clear of ashes and loose logs. Natural gas fireplaces have it much easier, but still require quick cleanups.
- **The upkeep and maintenance.** Creosote, a hard-layered residue from wood-smoke, will gradually build up and can catch fire. Periodically, clean the chimney and flue and have it inspected after dormant periods. Also, keep a record of any maintenance conducted, especially with gas fireplaces.

Coldwell Banker Gundaker, the leading residential real estate brokerage company in St. Louis, operates 23 offices with nearly 2,000 sales associates serving metropolitan St. Louis and east-central Missouri. Coldwell Banker Gundaker is part of NRT LLC, the nation’s largest residential real estate brokerage company. NRT, a subsidiary of Realogy Corporation, operates Realogy’s company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.

###