

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

BRING A LITTLE HOLLYWOOD TO YOUR 'CRIB'

ST. LOUIS, MO (February 7, 2011) – Most of us can only dream of living in glitzy Beverly Hills or Malibu, but that doesn't mean we can't take a few hints from Hollywood for our homes. With home decorating shows, reality TV and magazines giving us glimpses of how celebrities live, buyers are seeking a little movie star glam for their next home. Sellers should take note.

"When it comes to design and décor, buyer's expectations have risen," said Jim Dohr, president of Coldwell Banker Gundaker. "Taking a Hollywood eye to your home helps set the stage for attracting buyers. This doesn't have to mean purchasing all new furniture or embarking on a major renovation, so work with your Realtor to maximize what you have."

- **Provide a "walk in" closet:** Sure you may not have 500 pairs of shoes like Sarah Jessica Parker, but closets today have moved beyond sweaters and dresses. Make sure your closets are organized with sufficient lighting so buyers can step inside and envision organized bliss.
- **Create a home game room:** Home game rooms have gained appeal because of their ability to bring the whole family together. Stage an activity space in a spare room or basement with items you already have. Or, get really glamorous and invest in a slick billiards or foosball table you can enjoy for years to come.
- **Beef-up your home gym:** Give that lonely treadmill some company by creating a workout space worth exercising in. Add some visual components such as mats, small dumbbells and an exercise ball. Who knows, you may burn a few extra calories in the process!
- **Showcase storage in the garage:** Maybe you don't keep a Ferrari or Lamborghini in your garage, but that doesn't mean this room shouldn't get some attention. Enable buyers to see all the great space available for them in your garage by investing in shelves and bins that consolidate and organize your goods.

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 Realty Corporation, operates Realty's company-owned real estate brokerage offices. For more information, please visit www.cb Gundaker.com.

###