

# Woodbury home undergoes 'Rebloom Your Room' makeover

By Kelly Roncace

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There's more to selling a home than placing a "For Sale" sign on the front lawn.

In 2008, Sue Mazzarelli of West Chester, Pa., realized that many people may need assistance preparing their home for market, so she created the company, "Rebloom Your Room," — a staging, redesign and active adult transition decorating company.

Mazzarelli explained "staging" is when a homeowner prepares their house for sale.



Staff photos by Lori M. Nichols

Sue Mazzarelli, owner of Rebloom Your Room, helped the owner of this Woodbury house arrange rooms to make the house more marketable for selling.

"You must remove all clutter and personal effects," she said. "You should make it so the buyer can see it as their own."

She said once the clutter and personal items are removed, either thrown away or placed in storage, Mazzarelli brings in props and simple decorations that make the details of the home stand out.

"I bring in greenery and things to match the home," she said.

For example, one kitchen she was working in had tiles adorned with fish and crabs. She said she would bring in plants and small props to emphasize the theme of the room.

"Staging is very important," Mazzarelli said. "It's a very competitive market, and somewhat of a down

market, so you want to be cutting edge. First impressions mean a lot.”

Some elements that homeowners overlook when preparing for the real estate market are placement and size of artwork and furniture, window treatments, and lighting.

She said there should be ample natural lighting in addition to interior lighting that showcases pivotal areas of the home.

Roberta Foster of Delaware Avenue in Woodbury recently had her home “rebloomed” by Mazzarelli’s company.

“She’s a friend of mine and I knew she had the business,” Foster said. “She really pushes you to do what you don’t want to do because you’re so exhausted from the whole process.”

Foster said Mazzarelli helped her clean out closets and rooms, and also accessorized certain areas of her home.



Sue Mazzarelli (left), owner of Rebloom Your Room, shows Woodbury homeowner Roberta Foster, how to make her house more marketable for selling.

“She told me what she thought I should thin out because when you’re selling, you want your closets and rooms to look spacious,” Foster explained.

Mazzarelli helped Foster put away some items she may not have put away herself such as toys and some clutter from the top of a dining room hutch.

“I was just going to leave the top part of the hutch, but she suggested I clean it and then she accessorized the whole thing,” Foster said.

Foster, who just put the For Sale sign in her yard on Feb. 1, hopes the work that she and Mazzarelli did in the house makes the home sell quickly.

“One family came through prior to putting the sign up because I know them and their reaction was, ‘Wow!’” she said. “I don’t know if it’s because of what we did, but I hope so.”

And once the house sells and the homeowner moves to a new location, Mazzarelli assists with the interior design of the new abode.

“I help with placement of furniture and artwork, and window treatments,” she said. “I try to make the

best of the focal points and make it the best living space possible.”

Mazzarelli graduated from Indiana University of Pennsylvania with a Bachelor’s degree in criminology. After graduation, she began renovating homes as a hobby. Later, she became a Certified Redesigner and a Certified Real Estate Stager through the Society of Decorating Professionals. She is currently a member of the Southern Chester County Chamber of Commerce, National Association of Senior Move Managers and Society of Decorating Professionals.

For more information about Rebloom Your Room, visit the Web site at **[www.rebloomyourroom.com](http://www.rebloomyourroom.com)**.

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