

The Palm Beach Post

H

SATURDAY,  
JANUARY 5, 2008

PalmBeachPost.com

# FLORIDA *home*

THE PALM BEACH POST • SATURDAY, JANUARY 5, 2008 3H

## *spiritual* dealing

With the market on the fritz, frustrated home sellers are putting their faith in real estate agents from another realm.

4H THE PALM BEACH POST • SATURDAY, JANUARY 5, 2008



TAYLOR JONES/Staff Photographer

**FENG SHUI-ED HER CONDO'S 'INCOME CORNER':** Rita Ring hired a feng shui interior decorator to help sell her Jupiter condo. The designer's first edict: Replace a prickly cactus in the condo's 'income corner' with an inviting bamboo. Ring had a sales contract within a month.

Rita Ring of Jupiter hired feng shui interior decorator Pay Heydlauff to help get her Intra-coastal home ready for sale.

Heydlauff's first edict?

Get rid of a cactus plant that was in the "new business and new growth" side of Ring's house.

"Its prickly nature was sending away anything that was coming her way," said Heydlauff, whose Jupiter company is called Pat Heydlauff Energy Design.

She had Ring, a realtor in Coldwell Banker's Jupiter office, replace the cactus with a bamboo plant and put a light in her income corner "to throw light up against the ceiling, which is symbolic of light and movement."

Within a month, Ring had a contract on her condo, which kicked off a round robin of sales resulting in two commissions.

Ring believes feng shui, the ancient Chinese art of space arrangement to achieve harmony, creates positive energy, which can translate into sales.

"I have recommended several clients use feng shui. I think they sold a little quicker," she says, "because it creates a more inviting, comfortable feeling."

### **Clutter, cookies and paint**

As home sellers become increasingly desperate, Heydlauff says she's recently had a barrage of clients hoping her tips will result in sales contracts.

"Typically, they've tried the usual routine and it hasn't worked; therefore, they want to know what can we do next," Heydlauff says.

Her initial advice seems rudimentary. She tells clients to unclutter, repaint, fix anything that isn't working and burn fragrant candles or bake cookies during open houses. Then she tells them where to place furniture to allow in positive energy and block negativity. One quick free tip? Paint all the walls of a room the same color. One wall painted a different color "acts as a stop sign" for energy.

"It makes a room feel smaller and congested so a potential buyer feels it's 'off,'" says Heydlauff.