

Real Estate Intelligence

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Justin Bevins

Feng Shui for Balance and Broader Appeal

The ancient philosophy of feng shui, which translates as “the wind and the water,” is the Chinese art of correct placement. In real estate, those who prescribe to feng shui believe that sales can be better achieved by arranging furniture and décor to establish harmony.

“In feng shui we evaluate a house and its property for sufficient qi (pronounced chee), the living energy of all beings, but also for the land and even a house,” says Werner Brandmaier, a consultant at the Institute of Feng Shui & Geopathology in Portland, Maine. “When there’s not enough qi, it means the whole land energy is low or depressed and that influences potential buyers.”

Feng shui promotes well-being by rearranging how qi flows through a home.

Brandmaier recommends finding more about your house’s qi before placing it on the market. Is there tension in the house and is the property cluttered? Do people feel exhausted in the house? Are the plants doing well? It begins with the homeseller, who must be at peace with the decision to place the home on the market. Likewise, feng shui is important for many prospective buyers, who seek a home with harmony and balance.

Energy enters the house through the front door, so it’s important that the entryway stands out with contrasting paint. Add decorative plants and a wind chime, but make sure this space is free from clutter. “The perfect entry is one that is clear of obstruction,” says Robin Andrews, a feng shui expert in Los Angeles. “This includes trimming back all hedges and making sure that the path to your door is clear, open and well defined.”

Bedrooms are considered sanctuaries for privacy and peace. Andrews suggests placing objects in pairs throughout the master bedroom as it’s thought to increase marital harmony and balance. “You also want to place the bed in the position that has the most commanding view of the doorway, which is considered the gateway of the qi,” Andrews says. “We are in a vulnerable state while sleeping and it is important that this area affords our being safe and supported.”

In the kitchen, where energy is imparted in food, the chef’s station should always face the door for a clear view of those who enter. Throughout the home, remove photos and other personal items so potential buyers can see the property as a clean, fresh start. And since earthy, pleasant aromas enhance feng shui, add cinnamon or pine scents to the home before potential homebuyers’ arrival.

It’s also believed that “For Sale” signs are more effective when placed on the right side of the front door, since that is considered the yang, or energetic, side of the house.

Feng shui is all about drawing harmony and good health into your life and surroundings. With these simple steps you can bring your home into better balance and broader appeal.

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