



The U.S. housing market is heating up. Help your home stand out to a fast-growing group of Chinese-American buyers looking for feng shui principles.

HINESE and Chinese-Americans comprise the fastest growing segment of home buyers in the U.S. Help them stage your home to the market. It's more important than ever to consider the factors that make your home attractive to this set of buyers. If you're looking for the right place for your home, consider adding some of feng shui principles to stage against competition on the block.

\$28.6 Billion
Home sales by Chinese-Americans in the U.S. in 2013

\$831,000
Average home price paid by Chinese-Americans in 2013

What is Feng Shui?

Feng shui is considered to be the spirit of harmony and balance between the human environment and the natural world. It's a philosophy that combines the science of the universe with the art of design. Feng shui is a holistic approach to living that seeks to create a harmonious and balanced environment for the people who live in it.

5 Quick Feng Shui Fixes:

1. CLEAR THE CLUTTER

Feng shui depends on the flow of energy through your home. Clutter in your home can block energy and create negative energy. Clearing clutter is the first step to creating a harmonious and balanced environment.

64% of Chinese-Americans don't get organized clutter-free kitchens when looking for a new home.

- 1. Clear clutter from the kitchen counter and cabinets.
- 2. Organize the kitchen cabinets and drawers.
- 3. Remove any broken or damaged items.
- 4. Keep the kitchen clean and free of grease.
- 5. Use the kitchen as a place to gather and socialize.

2. KNOW WHERE TO PUT MIRRORS

Mirrors can be used to bring in more light and energy into your home. They can also be used to create a sense of depth and space. Mirrors should be placed in strategic locations to maximize their benefits.

34% of Chinese-Americans don't know where to place mirrors in their homes.

23% of Chinese-Americans don't know where to place mirrors in their homes.

- 1. Mirrors should be placed in strategic locations to maximize their benefits.
- 2. Mirrors should be placed in areas where they can reflect light and energy.
- 3. Mirrors should be placed in areas where they can create a sense of depth and space.
- 4. Mirrors should be placed in areas where they can reflect the best features of your home.
- 5. Mirrors should be placed in areas where they can create a sense of harmony and balance.

3. BUY A COLOR WHEEL

Complementary colors are an important part of feng shui design. If you don't have a color wheel, you can buy one. A color wheel can help you choose colors that are complementary to each other and create a harmonious and balanced environment.

32% of Chinese-American buyers look for complementary colors in the kitchen.

- 1. Buy a color wheel to help you choose complementary colors.
- 2. Use the color wheel to choose colors that are complementary to each other.
- 3. Use the color wheel to choose colors that create a harmonious and balanced environment.
- 4. Use the color wheel to choose colors that reflect the best features of your home.
- 5. Use the color wheel to choose colors that create a sense of harmony and balance.

4. FREE THE BED

Free the bed from the wall. The bed should be positioned in a way that allows it to be seen from all angles. This is important for creating a harmonious and balanced environment.

41% of Chinese-American buyers don't know how to free the bed from the wall.

- 1. Free the bed from the wall.
- 2. Position the bed in a way that allows it to be seen from all angles.
- 3. Use the bed as a place to rest and relax.
- 4. Use the bed as a place to create a harmonious and balanced environment.
- 5. Use the bed as a place to reflect the best features of your home.

5. EMBRACE YOUR GREEN THUMB

There are many things you can do to embrace your green thumb. One of the best ways is to add plants to your home. Plants can help create a harmonious and balanced environment.

18% of Chinese-American buyers don't know how to embrace their green thumb.

- 1. Add plants to your home.
- 2. Choose plants that are easy to care for.
- 3. Use plants to create a harmonious and balanced environment.
- 4. Use plants to reflect the best features of your home.
- 5. Use plants to create a sense of harmony and balance.

Deal Breakers:

Plants that are not healthy may not be the best choice for your home. If you have any plants that are not healthy, you should consider replacing them. Healthy plants can help create a harmonious and balanced environment.

- 31%** of Chinese-American buyers don't know how to choose healthy plants.
- 29%** of Chinese-American buyers don't know how to choose healthy plants.
- 24%** of Chinese-American buyers don't know how to choose healthy plants.

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