

## Selling your home - make a difference to the feel

We've long been advised that the smell of apple pie or freshly brewed coffee inspires a nice warm sensation in the potential buyer viewing our home.. This phenomenon has credence as the smell (olfactory) sense is very strongly linked to feel to emotional memories - hence the apple pie or fresh coffee can create that warm home sensation in the buyer. However with recent pressures on the housing market, both buyers and sellers are becoming more canny; with many buyers now aware of this strategy and there's evidence that the use of fragrances can be a put-off, and sometimes even be considered that it's hiding something. So let's say a potential buyer has found say 2 or 3 homes that fit their spec and price, what tips the balance in your favor? Most people at some point talk about how a place feels right. To many the feel concept is an indefinable - but that's far from the reality. We all use many more senses than the usual 5. We often refer to them as sense, feel, gut, intuition - call it what you will but what's actually happening here is that a person is picking up on the energies of the place and the people who've been in that place. Be it a new home or an old one. Every living thing has an energy which influences people, places and objects around them. So when a potential buyer walks into your home they are picking up its energies or feel - mix of people, events and emotions that have been in that space. Now it doesn't necessarily mean that the energies they sense are good or bad - but they aren't necessarily neutral or compatible with that buyer. This knowledge isn't new - it's something that's been known for thousands of years. Take for example just one practice - Feng Shui which has now become much more accepted in the West. The balancing of elemental energies in a home or workplace to influence the right, centered, peaceful and harmonious energies.. So we've cleaned the house and it even smells good but we can also change its energies. Give it a clean fresh feel that's neutral, peaceful and calming - something everyone wants their home to feel like. If this concept seems unusual, consider the use of incense and crystals in temples and places of worship for not just hundreds of years but millennia. We aren't talking about smell here. We aren't talking about Pina Colada or Chocolate; they aren't incenses even though you can supposedly buy these nowadays. They are fragrances, smells, - a world of difference.. Real incenses like jasmine, frankincense, sandalwood, patchouli, champa and sage have been used for thousands of years for the very purpose of directly changing, cleansing energies, creating a calm peaceful serene welcoming environment. At one point Frankincense was so highly prized its value was equal or greater to that of Gold. This concept of cleansing energy space with incense or oils is known generically as smudging, a practice developed in parallel by the Native American Indians as well as in China, Tibet, India and other countries. The concept and tradition are almost as old as time itself.. The same as we're not talking about smelly fake incenses or chemically manufactured room odors - we aren't talking about the use of incense or oils leaving a nasty smoky pungent exotic atmosphere that could put people off. Burning a small amount of the right incense or essential oil in a room can radically alter people's sensation when they walk in, and that's even long after the actual smell has gone. Likewise using the right sort of crystal in the right place in a room, acts like a filter - no different to the filter in your air conditioning, but a filter to cleanse and remove energy allowing the buyer to feel their energies transposed into that space, it energetically becomes compatible. It begins to feel right. If you're worried about allergic reactions, people have been known to have allergic reactions to room odorizers of all kinds, but research seems to show that many more allergic reactions are to chemically derived smells than genuine natural incenses or essential oils. And if you don't want to use incense, crystals do the same job with no smoke or odors whatsoever.. If you'd like to know more please email [inquiries@chakramall.com](mailto:inquiries@chakramall.com) and we'll be pleased to help - or go to <http://chakramall.com> and select Background and Uses of the Classic Incenses

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