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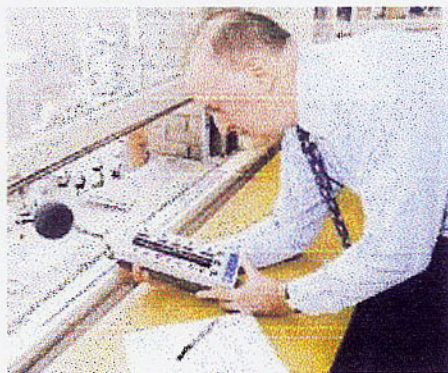
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## HOME MAKEOVER

By LISA KEYS




Acoustical consultant Peter George checks noise levels on Broadway.

- R. Dittman

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November 1, 2003 – It's dirty. It's filthy."

"Look at the stove - it looks like rats live in here."

Ever wonder what potential buyers say when they enter your home? Perhaps it's best left to your imagination.

This week, the crew of "Sell This House," a one-season-old decorating show on the A&E Network, planted hidden cameras during an Upper East house.

As it turns out, owners Nicole and Dan Robinson had a s on their hands - a 975-square-foot problem, to be exact.

After six months on the market - an eternity in Manhattan - their one-bedroom co-op on East 77 selling. The asking price was reasonable ("low \$500,000s"), the maintenance was decent (\$1,1 building allows 75 percent financing.

The apartment features a wall of windows, built-ins, ample closet space and a large bedroom.

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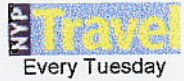
And yet, potential buyers griped about dirt, and the couple's taste in interior design.

When Tanya Memme, host of "Sell This House," showed the results back on camera for the newly married couple, they took it all in stride. When filming stopped, both yelled: "Where the hell did you find the dirt?"

No worries, though. Enter Roger Hazard, the show's interior decorator, whose goal was to "de-clutter, not demolish." He removed personal artifacts and tchotchkes, "but kept the personality."

"I thought being on the show was a cool idea," says Dan Robinson. "The co-op wasn't moving because there's something wrong. If someone could fix the problems, why not?"

In five hours and on a minimal budget, Nicole, Hazard, Memme and Dan's parents were able to sell the apartment. Furniture was rearranged and fresh flowers were brought in to brighten the living area.



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The point, says Hazard: "People are buying square footage and a view - not furniture."

In the kitchen - the sticking point for many potential buyers - new floors were laid down, new light and a shelf was installed above the range.

"It pulls buyers' eyes away from ugly countertops, which are expensive to replace," Hazard says:

For now, this home remains on the market. But for the Robinsons, having their apartment reworked by the hands of an expert was invaluable - and possibly addictive. Says Dan: "Maybe we should do another one." "We Just Bought This House-Help!"

For more information about this home, contact Tove Luth or Toehl Harding of Coldwell Banker at (212) 327-1200.

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