



HOME STAGING

Staging Your Home for Sale

Effective home staging can help your home stand out in a competitive market and attract potential buyers.

Set aside some time to tour your home, not as the owner but as a potential buyer. Try to be objective about the condition of the home, the amount of furniture, artwork, and objects placed in the rooms, and what first impression a buyer will get upon entering your home.

There are many simple changes that can make your home potentially more appealing to prospective buyers. In fact, most alterations can be done easily and will help you sell your home more quickly and at the best possible price.



Create a great first impression

Enhance curb appeal: The exterior of the home is the first thing potential buyers will see. Make sure the landscaping is well-maintained, and the exterior of the home is clean and in good condition. Pay close attention to the front yard, walkway, and front door. Wash windows. Trim back any plants that are covering windows - this will bring in more sunshine and look more appealing.

Decorate for a quicker sale

Although sometimes less is more, beautiful furnishings definitely sell homes. Visit model homes for ideas. Depersonalize: Remove any personal items like family photos and personal memorabilia. Remove excess furniture so there are clear paths from room to room and each room does not look cluttered. Remove all unnecessary items from kitchen and bathroom counters. Group the remaining items to leave plenty of clear counter space. Add finishing touches: Add fresh flowers, accent pillows, and other finishing touches to create a warm and inviting atmosphere. This will allow potential buyers to imagine themselves living in the space.

Create Focal Points

Create focal points: Highlight the best features of each room by creating focal points with furniture, art, or lighting emphasizing high ceilings or a beautiful view, by placing furniture and decor in a way that showcases these features.

Stage each room

Every room in your home should have a clear purpose and be staged accordingly. For example, a spare room could be staged as a home office or a guest bedroom.

Neutralize

Use neutral colors for walls and décor to make the space feel inviting to a wider range of potential buyers. This allows buyers to imagine their own furniture and belongings in the space.

Repairs can make a big difference

Fix dripping faucets, loose knobs, sticking doors, windows, and drawers. If you remove any paintings or fixtures from walls, repair and paint if necessary.

Safety First

Keep stairways clear and rooms free of clutter.

No unwelcome guests

Be sure that your home is free of pests. Pests can cause health problems including allergic reactions and asthma, respiratory disease, and mental health anguish.

Brighten your home

Make sure the home is well-lit with natural and artificial light. This will make the space feel brighter and more welcoming. Fresh paint is sometimes the best investment you can make to sell your home quickly. An \$800 investment could result in additional money in the sale of your home.

Clean, clean, clean!

Clean and declutter: A clean and clutter-free home is important for creating a positive first impression. Remove any excess furniture, personal belongings, and clutter from each room. Check carpets, floors, tiles, and cabinets for spots, and have them cleaned. Be sure that carpets and bedspreads are in good condition.

When in doubt, discard

Your garage, storerooms, closets, and utility areas will all show better if they are organized and any unnecessary articles are removed. Rent a storage unit if necessary, to hold your possessions while your house is on the market.

Brighten bathrooms

Check and repair tiles and toilets. Make sure shower curtains, towels, etc. are clean and neat. Look at the grout between tiles - and bleach it if necessary, to make it appear clean and new.

Remove temptation

Consider placing valuables in a safe or safe deposit box while your house is on the market. Remove valuables from view and store them in a safe, locked place. Remove all prescription medicines and lock those up too. Don't forget about small electronics, such as laptops, iPads, smartphones, and other electronic devices that are easy to pick up and tuck in a pocket.

How green is your grass?

Make sure your landscaping does justice to your home - green grass and a few flowers are very inviting. Remove any dead trees or shrubs, keep the grass mowed, and make sure garden equipment and trash cans are stored neatly and make sure walking paths are clear. If you have a pool, make sure it is clean and sparkling!



A well-staged home can create a sense of value for potential buyers, which can result in a higher selling price. In fact, according to the National Association of Realtors, staged homes sell for an average of 17% more than non-staged homes.



A good first impression is crucial when it comes to selling a home. It can set the tone for the viewing, create an emotional connection, differentiate the property, and increase the perceived value. Homeowners looking to sell their property should focus on creating a welcoming and visually appealing entrance to ensure a strong first impression.

Let the sunshine in

Open draperies and curtains and turn on all lights. Make sure there are light bulbs in all light fixtures and that they are in working condition. If you have ceiling fans, turn them on, too. Let buyers see how cheerful and light your home can be.

Create a mood

There are several ways you can "invite" people into your home and make them feel comfortable. Place fresh flowers in strategic locations; set a lovely table; grind bits of lemon in the garbage disposal; light the fireplace; turn on soft music.

Tidy each room

Keep carpets and rugs vacuumed, floors sparkling, beds made. Remember to check those rooms you don't often use.

Not too hot, not too cold

Open windows for a fresh, airy feeling if the weather allows. If the air conditioning or heat is running, set at a comfortable level.

Three's a crowd

Try to be away from home when prospective buyers are there - they will feel more comfortable being able to look around on their own. Please take your pets with you or keep them securely penned up away from main areas.

Every little bit helps

Consider purchasing a Home Warranty protection plan to give your home a competitive edge in the marketplace.

Silence is golden

Be courteous and try not to engage buyers in distracting conversation. Turn off the television and any noisy appliances.

Never apologize

Let the Agent answer any objections or questions.

Don't volunteer information

Don't discuss price, what personal belongings will be sold with the home, terms of the sale or other details with the buyer.

Trust your Real Estate Professional

It's up to us to bring negotiations to a successful close. Please let me know of interested buyers you may know so that we can pre-qualify them.

Communication is key

Please notify us if you are leaving town and leave a number where we can reach you in the event that an offer is made on your home while you are away.

To see it is to love it

Remember, buyers can't make offers if they can't see your home! Please try not to refuse appointments.

Follow-up is important

Please save any business cards from Realtors who show your home so we can follow up and get feedback from the buyers. Allow me to do follow-ups with other Realtors and potential buyers - they expect us to call, and it doesn't make you appear "anxious" for a sale.

