

Staging to Sell

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why you should stage your home

Every seller wants their home to sell quickly for a large profit, but it takes more than luck to make this happen. It involves careful planning and knowing how to professionally prepare your home to convince buyers to pull out their checkbooks.

Staging a home can be a strategic marketing tool to help buyers imagine themselves living in your home and fall in love with their new property. There is a reason that new home builders pay more than \$100,000 per home in professional staging and design.

Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



82%

of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

of buyers' agents said that home staging had an effect on most buyers' view of the home.



91%



7%

of buyers' agents said that home staging had NO positive effect on most buyers' view of the home.

the 8 step strategy to staging

creating the master plan

- A great place to start is a visit to a local model home complex. Of course no one lives in these homes, but you want to get as close to that 'look' as possible .
- Complete the room by room walk through to create your to do list & get ideas
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

declutter everywhere & everything

- Paint any brightly colored accent walls a light, neutral color. Don't be known as "the house with the neon bedroom." Using light, neutral shades have been shown to be more appealing to potential buyers.
- Declutter all bookshelves/curio cabinets/etc.
- Remove the majority of the family photos. It's ok to leave a few, but we want Buyers focusing on your home, not your wedding in Mexico.
- Remove all silk flower arrangements. If you have a high quality plant or two, be sure they are dusted/washed.
- Keep only essential furniture pieces in each room. Remove any benches/occasional tables/etc.



the kitchen is your moneymaker

- Even in this Seller's market, if your appliances are more than 10 years old, don't match, or don't work, I'd highly recommend replacing them with a basic stainless steel set.
- Remove decor from the top of your kitchen cabinets. No baskets, no jars, no fake plants or chotskies.
- Remove any small appliances that you do not use on a DAILY basis. You can leave out one or two, but try to choose the nice looking mixer or Keurig machine.
- Remove all tablecloths, table runners, placemats, etc. Consider adding a centerpiece like the one pictured for a modern update.



the magic happens in the bedroom

(NOT LIKE THAT!)

- All bedrooms should have crisp, neutral linens. (Pro tip: You can 'fake' this by using a thick white bedsheet over your existing bedding.) Statistically, white linens sell best.
- Purchase new, inexpensive pillows so they are nice and fluffy. (You can even buy the \$5 Walmart version)
- Each bed should have 2 'layers' of pillows. King Bed: 2 King pillows + 2 Standard pillows, Queen/Full 4 standard pillows, Twin, 2 standard pillows.
- Consider a neatly folded throw placed across the end of the bed.

Before you think I am officially off my rocker, people associate clean, fluffy beds with a well kept home! Why do you think model homes use so many pillows?



organize those closets

- Pack up all out of season clothing, you won't be needing it.
- Narrow the shoe collection to only those you will be needing in the next 30 days.
- Neatly stack hats and purses on shelves.
- Floor should be clear of clutter, with the exception of a single row of neatly placed shoes.
- If you have shelving you store miscellaneous items on, consider purchasing inexpensive matching baskets.
- Pack up all the extra sheets, beach towels and random items that have been calling your linen closet home. Fold the remaining sheets and towels nicely. Any loose sunscreens, medications, etc. can be stored in inexpensive baskets.
- Remove any prescription medications and secure all jewelry, firearms and other valuables.

Buyers equate stuffed closets with lack of closet space/storage. Be sure all your closets have 'room to breathe'!



make your bathroom sparkle

Bathrooms are a dead giveaway for a home that has not been updated. For less than \$300 per bathroom you can make your bathroom scream 2022 instead of 1982.

- Update your bathroom fixture with an updated version.
- Replace your mirror with a framed mirror. If your mirror is very large, consider updating the look by using a service like MirrorMate. This is typically \$200 or less per mirror.
- Remove any calcium buildup from plumbing fixtures.
- Scrub, scrub, scrub that shower pan.
- Scrape & replace any caulking that has mildew buildup.
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Invest in a crisp white new shower curtain. (Pro Tip: Buy an actual window curtain in a longer length so you can hang the curtain near the ceiling. It will make the room appear larger.)
- Hang fluffy white bath towels from the towel bars.
- Stow away your personal soaps, hygiene products, medications, etc.



minor touchups & repairs

- Repair any cracks, holes or dents in the walls.
- Tighten loose door handles, hinges and cabinet pulls.
- Tighten bathroom and kitchen faucets.
- Complete that 'Honey-Do' list that's been growing.
- Touch up any scuffed paint on the walls, doors, railings and baseboards.
- Ensure all windows, doors and screens operate smoothly.
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants.
- Replace all light bulbs with NON-INCANDESCENT bulbs. If the bulbs take more than 1 second to turn on, it should be replaced. Use daylight bulbs with the highest allowable wattage in all fixtures.

Here you go, thinking we're crazy again. Just trust us on the lightbulbs.

so fresh & so clean

- Thoroughly clean the entire home. When you think you're done cleaning, clean some more. We highly recommend hiring a professional cleaning company to do this, and are happy to provide referrals.
- Have the carpets professionally steam cleaned.
- Wipe down all baseboards with soap, water, and a rag.
- Wipe down doors, door handles and light switch covers.
- Clean all blinds and vacuum draperies.
- Clean all windows inside and out. (Can be done fairly cheap)
- Clean all window and sliding door tracks.
- Dust all ceiling fan blades.
- Dust all bathroom fan covers.
- Scrub tile, tubs, shower pans, toilets, and sinks in baths.
- Wipe down all appliances, including the interior of the ovens and microwave.
- Mop the hard surface floors.
- Clean the stairs and wipe down the door from the garage into the house.



scrutinize the curb appeal

- House numbers should be clearly visible for Buyer visits.
- Caulk/seal any cracks or separations in your porch and walkway.
- Powerwash porches and patios, including the entry walls.
- Clear planting beds of weeds and dead flowers.
- Add fresh mulch to planting beds.
- Consider hiring a landscaper to trim bushes and trees.
- Give your entry lights a good cleaning.
- Ensure your front door & lock are functioning smoothly.
- Add a neutral wreath and fresh welcome mat.
- Add a pot of fresh seasonal flowers.
- Patch bare spots. Keep lawn mowed and neatly edged.
- Clean up pet droppings.



top neutral paint colors



BENJAMIN MOORE
SIMPLY WHITE



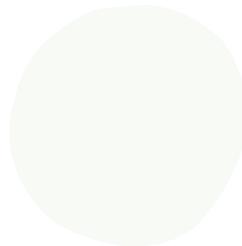
BENJAMIN MOORE
WHITE HERON



BENJAMIN MOORE
CHANTILLY LACE



SHERWIN WILLIAMS
PURE WHITE



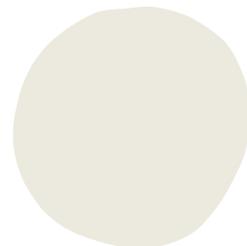
SHERWIN WILLIAMS
OXFORD WHITE



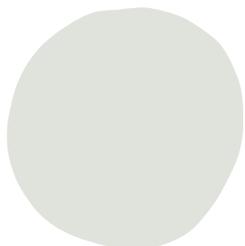
BENJAMIN MOORE
WHITE DOVE



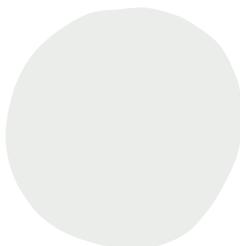
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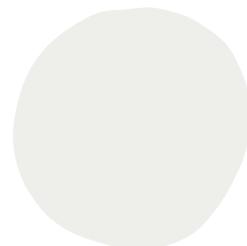
SHERWIN WILLIAMS
ALABASTER



BENJAMIN MOORE
PAPER WHITE



BENJAMIN MOORE
DECORATORS WHITE



SHERWIN WILLIAMS
EXTRA WHITE



Have more questions? We are always available to help.

Remember, we have trusted professionals to help you with every piece of this process.

Shoot us a text for the quickest response, or we can always chat via phone as well. Staging your house is essential to achieving the highest sales price, so we want to be sure it's on point.

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