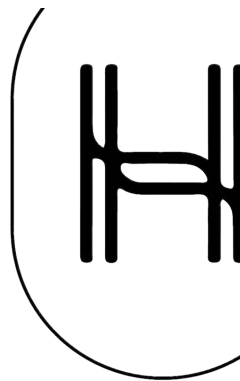


YOUR PERSONAL STAGING GUIDE



Michelle Helsper
612-669-1911
Mhelsper1111@gmail.com



Hi there!



Our homes define us. Which is why we spend a lot of time and money to decorate and personalize our homes. Home is not just a space but a feeling.

Now that it is time to move, we want to turn your *home* into a *house*, that will attract the most potential buyers. Doing this will create an emotional attachment for them, buyers buy on an emotional level!

Staging is not decorating, it is an art. Having a trained eye allows us to see what improvements and adjustments can enhance the appeal and value of your home.

The staging consultation is an in-depth look at the positive and negative selling points of your home which will include; lighting, decluttering, flooring, wall coverings, accessories, furniture arrangement, wall color as well as first impressions, focal points and flow.

As a reminder, the way you live in your home and the way you sell are two different things. So please don't take personal offense to any suggestions. Our goal is to suggest and stage as many potential negative things so the buyers focus on the positives!

Our best,

Michelle Helsper



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IT'S ALL IN THE NUMBERS

According to a recent RESA (Real Estate Staging Association) study, homes that were staged prior to the listing going on the market spent 90% less time on the market. As we all know, time equals money. Less time on the market could save you an additional mortgage payment.

90% staged homes spent less time on the market

Additionally, 85% of staged homes sold for 5-23% OVER list price

97% of buyers agents say that staging has at least some effect on the buyers view of the home

90% 9 out of 10 buyers can not visualized the space, that's why staging is key.

5%-23% staged homes sold over list price. Think about that math

APPEAL TO THE SENSES



SIGHT

Make sure the home is **light, bright and clean**. Buyers buy on an emotional level, so create a welcoming warm space is key!

SMELL

The smell of your home should be clean and fresh.

To avoid odors:

- *Do a deep cleaning
- *Be sure to take the trash out often
- *Wash dishes and keep the sink clean in the kitchen
- *Avoid cooking anything that might leave a lingering smell
- *Remove any bath mats or towels that might smell like mildew
- *Keep bed linens fresh and clean
- *Store pet food in a sealed container
- *Tuck away pet toys and beds during showings
- *Transfer litter boxes to the garage or basement during a showing
- *Avoid strong chemical deodorizers and focus on subtle scents like fresh flowers, or baking goods.

SOUND

Walk about the home and listen for anything that might indicate issues within the home. Buyers notice these sounds. If you are able, fix creaky doors, and leaky faucets. Pay close to attention to your neighborhood traffic and when a good time for showings might be.

TEXTURE

Play with different textures especially in the living room and bedrooms. Textures make spaces feel more relaxed, balanced, and inviting. For example: place a soft throw blanket at the foot of your bed, or an assortment of pillows on your sofa.



THE 3 D'S

DECLUTTER

You're moving...so START PACKING!! When you are selling a home know that you are selling SPACE! Go through all rooms, spaces, and storage and get rid of as much as you can. If you haven't used it in years, give it to someone that can.

Store your boxes in a designated area in basement or in the garage, some often will get a pod or storage unit.

THE GOAL is to show off your home with the simplicity of the space.

DEEP CLEAN

Clean like you mean it! Think spring cleaning, on steroids. Possible buyers will be looking at your home with a very detailed and critical eye. A clean home shows that you have maintained and cared for the home. CLEAN EVERYTHING! Baseboards, walls, counters, ceiling fans, your mechanicals, to the light fixtures. Everything should be spotless. If there is wiggle room in your budget, this is a great place to use that money and hire a professional cleaner.

DEPERSONALIZE

This one is difficult. Home staging is different from an interior designer. An interior designer's job is to decorate a home in accordance with the owner's tastes. Whereas a home stager's job is to design a home with a look that is fresh and welcoming and not style specific. People with different tastes all need to be able to see their things and belongings in your home if they choose to purchase it. This is why all personal items, especially personal photos should be packed away, Buyers can't visualize themselves in the home looking at photos of you!

CURB APPEAL

BUYER PSYCHOLOGY

Homebuyers do drive by a home they see online. FIRST IMPRESSIONS MATTER! It is important that the exterior of your home looks attractive and gives the impression that the home has been well loved and cared for.

PAINT

Exterior paint can absolutely sell a house. Look at the biggest surfaces of your home (exterior walls and fences) keep these things neutral in color. Keep in mind the exterior colors of homes around you, and try and blend well with those. You can add pops of color with a small amount of plants, exterior furniture, or painting your front door a fresh coat of paint.

CLEAN

Take time in cleaning exterior windows and making sure they are crystal clean, Make sure if you haven't painted the exterior that it looks clean. Clear the yard of toys and gardening tools.

UPDATE

A quick and easy update to update is to replace or paint outdoor hardware like lighting and door knobs, house numbers and mailboxes. Lay a fresh welcome mat down at the doorstep to welcome guests. A freshly potted plant is a warm welcoming touch.

LANDSCAPING

Be sure to pull weeds and lay fresh mulch in flower beds. Cut back overgrown trees and bushes. Keep lawn freshly trimmed.

O U T D O O R S P A C E S

Whether you have a small patio or large, you want to show potential buyers there is an entire outdoor space that can be used to enjoy. Add outdoor furniture with pops of color or a hammock and show them how you have enjoyed your outdoor space. Open your umbrella over your patio table and chairs, uncover your grill, set chairs around the fresh wood in the fire pit!

BATHROOMS



The goal is to make your bathrooms feel like soothing high-end hotel or spa. Consider doing these things to create a spa-like bathroom in your home.

Re-grout & caulk shower and bathtubs if needed.

Update the shower curtain. A simple pattern or solid colors are best, preferably white.

Remove all personal items such as; toothbrushes, razors, cheap soaps.

Hang matching towels on towel bars and towel hooks, preferably white.

Roll hand towels or washcloths on counter or on a bathroom shelf.

Add a green plant to the counter

KITCHEN

The kitchen is the HEART of the home. This is the #1 room to show off!

CLEAR THE COUNTERS

Clear most countertops and spaces, leaving some vignettes such as; a grouping of the coffee maker and coffee cups. Or a cutting board leaned up against the backsplash with utensils and a green.

Add a bowl of fresh fruit to add some color.

CABINETS

Check to be sure your cabinet fronts are in good shape. If they have been painted and are chipped, do a quick fresh coat of paint. Insure all cabinet pulls are secured, and if it is in the budget, consider updating cabinet pulls.

SMELLS Try and steer clear of cooking any foods that will leave a lingering smell. You will want to be sure that when a buyer walks in your home it is always smelling fresh and clean.



BEDROOM



Bedrooms are usually very personal, but not when selling. They are in fact the 3rd most important room to stage. This could potentially be the bedroom of the next person buying the home. Let's create the tranquil relaxing, ahhh feeling!

BEDDING

Bedroom photos is all about the bedding! Dig out your big comforter or invest in a new quilt. Layering the the bedding and propping up the pillows is key!

NIGHTSTANDS

Remove all personal items off nightstands including c-paps, phone chargers. Stage with; lamps, books, glasses, greens.

SPLASH OF COLOR

If a room needs some color, consider a few fresh pillows, throw or artwork.

LIVING ROOM

A living room should feel warm, cozy and welcoming.

LIGHT

Let in lots of natural light by taking down dark and heavy draperies, swags, valances and open the blinds.

ARRANGEMENT

Pull chairs and couches away from the wall (even 1-2 inches makes a difference) and set up in a way to create conversation areas.

Ensure that the furniture and accessories are well balanced and don't block traffic flow for buyers or the photographer on photo day.

If you can use a mirror to reflect natural light, a gorgeous Minnesota views from a window do so!

ACCESSORIES TO ADD TO A COFFEE TABLE:

Table books, vases, links, tray, green plant, magazines



VISUAL RECAP

add fruit/vegetables



hide wires or unplug



remove all personal photos



check lightbulbs
turn lights on inside & out



add centerpiece on dining
table & coffee table



hide pet dishes & toys

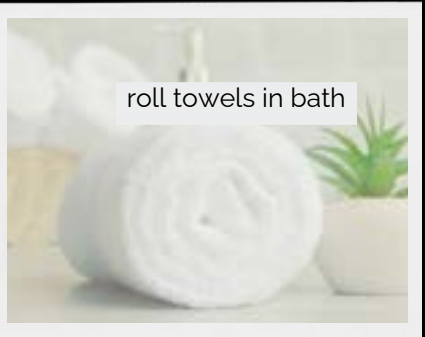


invest in Target green plants

fresh greens/flowers



roll towels in bath



Wood/faux blinds down
slatted open



remove garbage cans for
photo day and showings



layer bedding/prop
pillows

