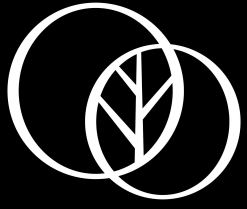


LIV
PARTNERS

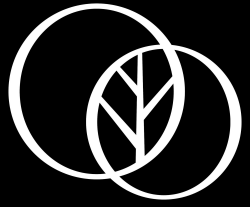




Preparing Your Home For Sale

Guiding You To Your Next Chapter

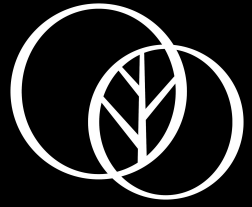
Step 1: Begin The Packing Process



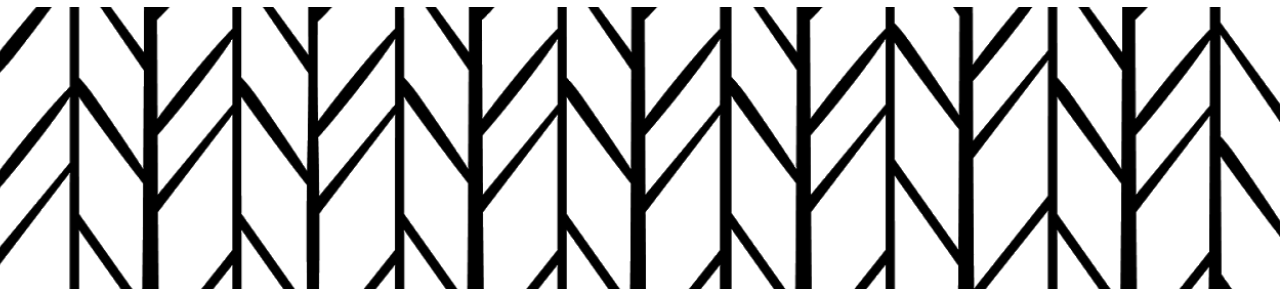
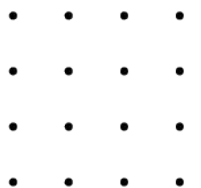
- **Purchase some storage bins for you to store your everyday items in.**
 - This way when showings come you can quickly remove items from kitchen, bathrooms and common areas. Just store in the garage/basement and replace when showings completed!
- **This is a great start to moving!**
 - Starting to go through items, remove and organize is just a jump start to the process. It can be overwhelming to begin but we promise it's going to really helpful in the end.
- **We are making these suggestions to position your home in the best light.**
 - We want buyers to walk in and imagine themselves living in the home rather than seeing your stuff/life

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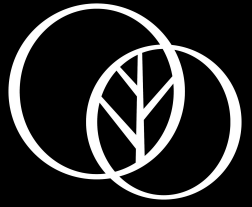
Step 2: Declutter Your Home



- **You want to maximize profits on the sale of your home.**
 - A home with less, rather than more, inside it is going to be easier to sell every time – and more likely to sell for more because buyers are able to fall in love with the house itself, not your stuff.
- **Here are some things to keep an eye out for on a walk-through of your home and pack up ahead of time**
 - Personal photos
 - Religious items
 - Personal hygiene
 - Pet & children items
 - Well decor
 - All counter top & surface items

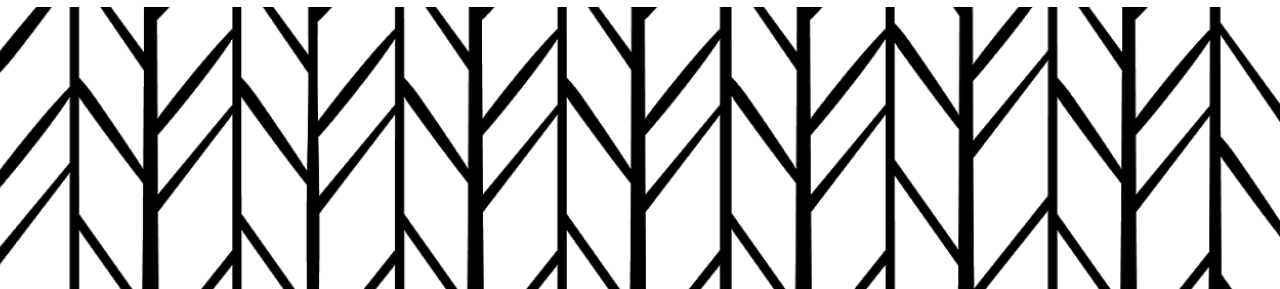


Step 3: Updating Your Home

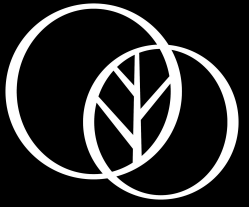


We want to help you make the best decisions for updating your home that will help yield the best return on investment

When it comes time to sell your home, you really want to wow buyers when they step in the door. Your home is competing against many other homes and we want yours to shine.



Interior | Updating Your Home

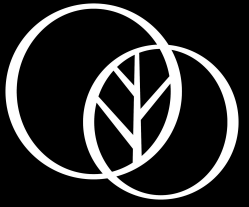


Here are some areas to consider when making updates that will give you a ROI that won't break your bank

- Painting kitchen cabinets
- Adding hardware to kitchen & bathroom cabinets
- Fresh paint on walls to neutralize & brighten up living space
- Updating light fixtures throughout the home
- Painting doors and trim white
- Repairing cracks in ceiling
- Refinishing wood floors
- Carpet replacement or cleaning



Exterior | Updating Your Home

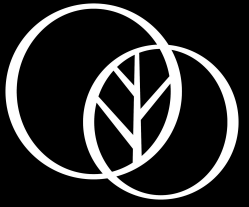


Here are some areas to consider when making updates that will give you a ROI that won't break your bank

- Updating outdoor light
- Power washing your gutters & siding
- Landscaping: fresh mulch, trim bushes, add flowers
- Paint siding & shutters
- Painting your front door
- Repair concrete cracks
- Replace broken or cracked windows
- Cut grass or add sod where needed



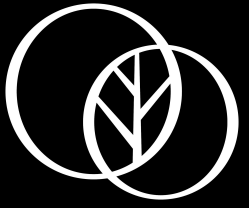
What's Trending | Kitchens



- **White Cabinets Shaker Style Cabinets**
 - Two toned island
- **Modern Hardware**
 - Oil rubbed bronze
 - Chrome
 - Gold
- **Pendant Lighting**
 - Clear light shades
 - Industrial
- **Accent Colors To Create A Visual “POP”**
- **Granite or Quartz Countertops**



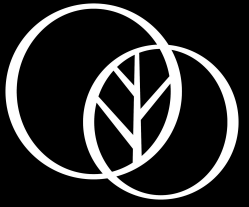
What's Trending | Bedrooms



- **Overstuffed Pillows**
- **White Bed Coverings**
- **Neutral Paint Colors**
- **Ambient Lighting**
- **Cozy, But Sophisticated**
- **Mirrors**
- **Having A Spa-Like Feeling, Relaxed/Bright**
- **Accent Colors To Create A Visual “POP”**



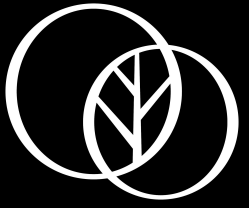
What's Trending | Bathrooms



- **Create A Sense Of Calm**
- **Cool Colors & White**
- **Warm Neutrals**
- **Bright & Airy**
- **Spa-Like**
- **Glass Showers**
- **Claw Tubs**

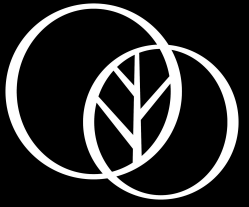


What's Trending | Paint Colors

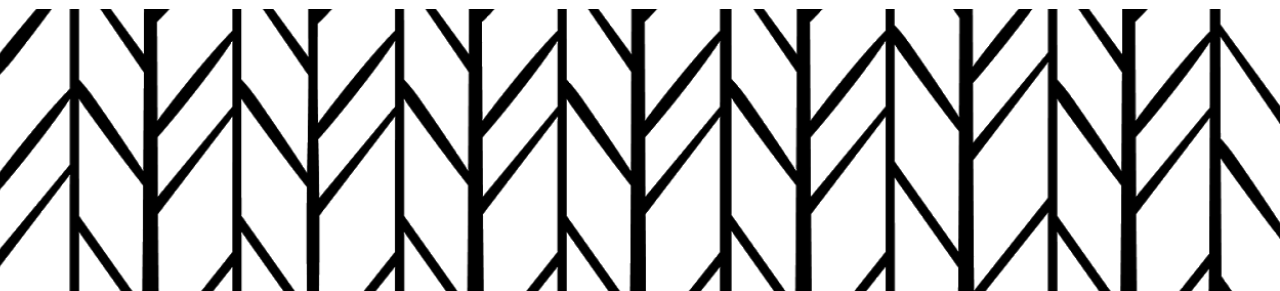


Which Would You Choose?

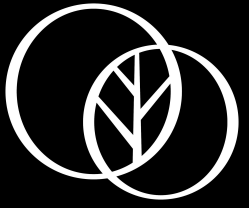
What's Trending | Paint Colors



- **Neutral Colors Are What's In**
- **Bold & Bright Colors Are Out**
- **Neutral Colors Like Grey/Greige**
Are Most Popular & Desirable In
Today's Market



What's Trending | Light Fixtures | Bronze



Globe



Drum

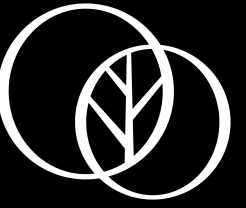


Glass

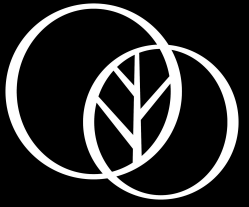


Cage

What's Trending | Hardware | Bronze



What's Trending | Light Fixtures | Brushed Nickel/Chrome



Globe



Drum

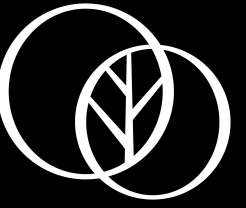


Glass

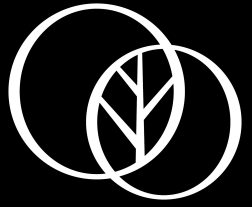


Cage

What's Trending | Hardware | Brushed Nickel/Chrome



What's Trending | Flooring



- **Carpet**

- Light Neutrals
- Berber
- Medium Pile
- Shag

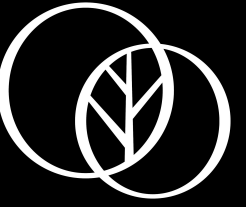


- **Hardwood**

- Dark Browns
- Grey Tones
- “Distressed”
- Wide Planks



Compass Concierge



Maximize The Value Of Your Home

With Compass Concierge, we can help you sell your home faster and for a higher price. From painting to flooring, Concierge helps transform your home with zero upfront costs and no interest.

53%

The percentage of sellers' agents who say staging decreases a property's time on market

4x

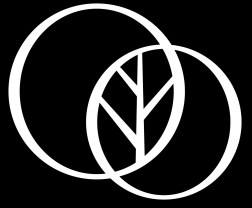
The potential return of every \$100 you invest in staging your home

54%

The percentage of homebuyers willing to pay more for hardwood floors



Meet the Design Team



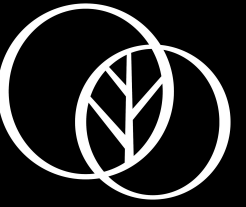
VP OF DESIGN TEAM



Toni Bush



Why Staging Works

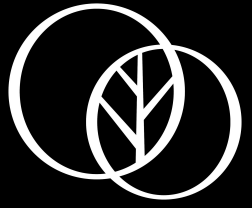


A staged home will sell for 17% more on average than a non-staged home, and 95% of staged homes sell in 11 days or less.

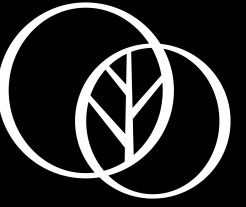
That is statistically 87% faster than non-staged homes.



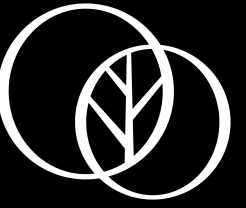
What's Trending | Staging



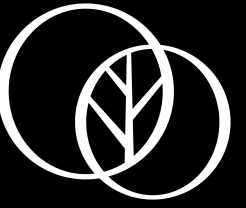
Before & After



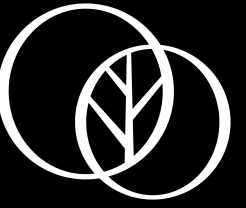
Before & After



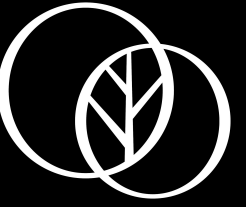
Before & After



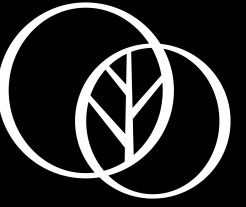
Before & After



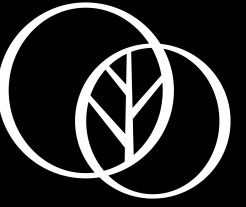
Before & After



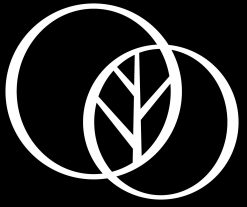
Before & After



Before & After



Success Story

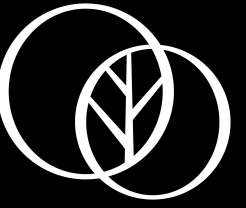


- **Canceled Listing Priced At \$560,000**
 - On market for over 100 days
- **Listed with LIV Partners & completed all suggested updates**
 - Decluttered
 - Painted Kitchen Cabinets
 - Updated Lighting
 - Updated Hardware
 - Staged and MAINTAINED staging through process
- **Total Investment**
 - 10,000
- **LIV Prices at \$600,000**
- **Sold at \$585,000 in 7 days!**

ROI = \$15,000



Contact

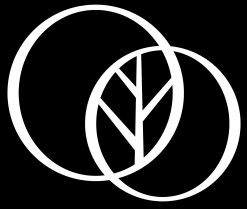


**Contact LIV Partners for
your free home appraisal
and design consultation.**

888-LIV4LIV (888- 548-4548)

Or email us at LIVinfo@yourlivpartners.com





Thank You

COMPASS



Pre-Staging Checklist



COMPASS



LIGHTING

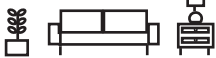
- ☐ Ensure that all light bulbs work. Replace any burned out bulbs.

**Tip: When you have exposed light bulbs, we recommend buying Edison light bulbs.*



KITCHEN

- ☐ Remove all non-decorative items from counters
(dish soap, paper towels, phones, cleaning supplies, etc)
- ☐ Remove magnets, photos, kids artwork, etc. from the refrigerator.



FURNITURE

- ☐ Remove furniture that was previously discussed in your Redesign Consultation



BATHROOM

- ☐ Remove toiletries from bath/shower area
- ☐ Clear countertops of non-decorative items
- ☐ Lower all toilet seats
- ☐ Empty all trash



WINDOW TREATMENTS

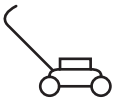
- ☐ Open curtains/blinds all the way in every room

**Tip: Pull up all blinds - professional pictures will look sharper*



HOLIDAY DECOR

- ☐ Remove all holiday decor.
Examples: pumpkins, Christmas trees/ights, menorahs, wreaths, etc.



FRONT & BACKYARD

- ☐ Take down flags
- ☐ Put hoses and other equipment away, organize patio deck
- ☐ Pick up pet waste, put away garbage bins, and generally clean up yard
- ☐ Freshly-cut lawn and have landscaping in good shape



CLEANING

- ☐ Generally make the house as clean as possible
(Remove streaks from mirrors, sweep/mop floors, vacuum, make beds, etc.)
- ☐ Please do not smoke in the home while your house is listed.
This is important for your potential buyers not to be put off by the smoke.



OTHER

- ☐ Remove any religious symbols from view
- ☐ Turn ceiling fans off
- ☐ Take out all trash
- ☐ Put all personal items away

Before & After



COMPASS

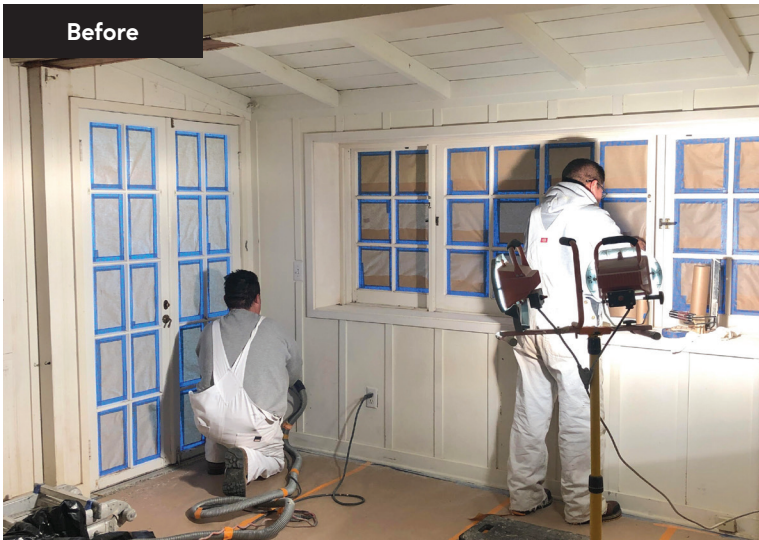
Before



After



Before



After



Before



After



Pre-Showing Checklist



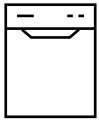
LIV
PARTNERS

COMPASS



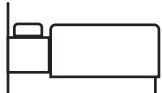
LIGHTING

- ☐ Turn on all interior and exterior lights
Including floor lamps, table lamps, under-cabinet lighting, stove-top lighting, etc.



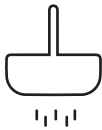
KITCHEN

- ☐ Remove all non-decorative items from counters
(dish soap, paper towels, phones, cleaning supplies, etc)
- ☐ Remove magnets, photos, kids artwork, etc. from the refrigerator.



FURNITURE

- ☐ Take pictures of staged furniture/bedding and recreate the look for the showing



BATHROOM

- ☐ Remove toiletries from bath/shower area
- ☐ Clear countertops of non-decorative items
- ☐ Lower all toilet seats
- ☐ Empty all trash



WINDOW TREATMENTS

- ☐ Open curtains/blinds all the way in every room



HOLIDAY DECOR

- ☐ Remove all holiday decor.
Examples: pumpkins, Christmas trees/ights, menorahs, wreaths, etc.



PETS

- ☐ Keep all pets off the premises or at minimum, confined to the best of your ability
- ☐ Put away all pet supplies
Including food/water, crates, toys, towers, etc.



FRONT & BACKYARD

- ☐ Put hoses and other equipment away, organize patio/deck
- ☐ Pick up pet waste, put away garbage bins and generally clean up yard
- ☐ Freshly cut lawn and have landscaping in good shape



CLEANING

- ☐ Generally make the house as clean as possible, remove streaks from mirrors, sweep/mop, etc.
- ☐ Please do not smoke in the home while your house is listed



OTHER

- ☐ Remove toiletries from bath/shower area
- ☐ Clear countertops of non-decorative items
- ☐ Lower all toilet seats
- ☐ Empty all trash

Pre-Shoot Checklist

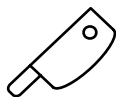


COMPASS



LIGHTING

- ☐ Turn on all interior and exterior lights
Including floor lamps, table lamps, under-cabinet lighting, stove-top lighting, etc.



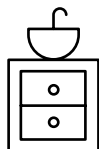
KITCHEN

- ☐ Remove all non-decorative items from counters
(dish soap, paper towels, phones, cleaning supplies, etc)
- ☐ Remove magnets, photos, kids artwork, etc. from the refrigerator.



VEHICLES

- ☐ Ensure that no vehicles are in the driveway or on the street in front of the home
- ☐ Close garage doors



BATHROOM

- ☐ Remove toiletries from bath/shower area
- ☐ Clear countertops of non-decorative items
- ☐ Lower all toilet seats
- ☐ Empty all trash



WINDOW TREATMENTS

- ☐ Open curtains/blinds all the way in every room



HOLIDAY DECOR

- ☐ Remove all holiday decor.
Examples: pumpkins, Christmas trees/ights, menorahs, wreaths, etc.



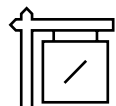
PETS

- ☐ keep all pets off the premises or at minimum, confined to the best of your ability
- ☐ Put away all pet supplies
Including food/water, crates, toys, towers, etc.



FRONT & BACKYARD

- ☐ Put hoses and other equipment away, organize patio/deck
- ☐ Pick up pet waste, put away garbage bins and generally clean up yard
- ☐ Freshly cut lawn and have landscaping in good shape



YARD SIGNS

- ☐ We kindly ask agents to remove "for sale" signs from the yard if they do not want the sign in the exterior shots



OTHER

- ☐ Remove toiletries from bath/shower area
- ☐ Clear countertops of non-decorative items
- ☐ Lower all toilet seats
- ☐ Empty all trash

How To Care For Staging Items



COMPASS

Take photos of made beds. This is to ensure that you can replicate the placement of the bedspreads and pillows for the showing.

Please do not sleep on staged bedspreads and pillows. This is to ensure that the beds will look crisp, clean, and wrinkle free for showings.

Keep all pets off of the staged furniture, rugs, bedspreads pillows etc....

Please inform us of any broken or stained items. We take pictures and video inventory when we leave to ensure that we take back only our items.

Please do not use staging towels and bath mats. They are there to ensure a clean look for showings.

Please do not smoke in the home while your house is listed. This is important for your potential buyers not to be put off by the smoke.

When using our furniture please place a blanket or towel down to not stain or soil items. Then remove blanket and towel for showings.

Please do not drink the provided beverages. They are for showing only.

After your home is sold and is out of attorney's review, we will schedule a pick up for our staged items. Please have as many items as you are capable of moving gathered at your front door.

Once staging items have been picked up - all personal items in the home, garage, basement, and yard should be removed and broom-clean unless previously arranged through attorneys. That includes all paint, shelving units, swing-sets, garbage, trampolines...

Wellness Checklist



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RECOMMENDED TO BE COMPLETED ONCE PER WEEK

- ☐ Run all faucets
- ☐ Flush all toilets
- ☐ Run dishwasher and washer
- ☐ Pick up mail
- ☐ Pick up debris around house
- ☐ Take out all trash
- ☐ Assure that you have toilet paper, soap and hand towels in guest bathrooms
- ☐ Make sure all blow up mattresses are still inflated
- ☐ Check for burned out light bulbs
- ☐ Check basement and refrigerator for leaks
- ☐ Make sure electricity, water, and heat/air conditioning are all on
- ☐ All pipes on exterior walls need to have a trickle of water running through them at all times
- ☐ All surfaces should be dusted or swept as needed
- ☐ Remove dead bugs from all surfaces
- ☐ Make sure front door is presentable
- ☐ Outdoor lawn and plants should be maintained
- ☐ Snow removal of driveway and walk-way as needed

Non-Staging Checklist



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OUR RECOMMENDATIONS

- ☐ Limit the amount of furniture in each room. We want to promote a spacious feel.
- ☐ Take down soft curtains and vertical blinds
- ☐ Replace old out of date bathroom fixtures and lighting fixtures
- ☐ Remove all toiletries from counters, show and bath in all bathrooms
- ☐ Bathroom decor - white towels, white mats or rugs, white shower curtain
- ☐ Very limited decor - counters, walls, furniture, built-in bookcases, china cabinets, desks
- ☐ Bedding should be solid color. White for master. Pink for girls room, Navy blue for boys room. Light gray for teen or guest room.
- ☐ Remove all family pictures, religious decor, sport decor, political decor, and holiday decor
- ☐ All rooms and closets should be tidy and well organized. Closets should be at 50% capacity. Pack all nonessential clothes, shoes and accessories
- ☐ Kitchen - no dishes in sink, limited decor on counter, remove small appliances, remove all dish towels



Toni Bush | 630.400.9892 | toni@yourlivpartners.com



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