

Staging Your Home

First impressions are lasting impressions.

Usually, We have only one opportunity to make a lasting first impression. Let's work together to make sure it is a positive impression.

1. Plan Ahead

- Walk through each room and criticize the home from a buyer's perspective.
- Consider getting a professional home inspection to see if any repairs are needed.
- Hire a contractor to handle any major projects.
- Hold a yard sale. Sell, donate or trash anything you don't need.

2. Clean, De-clutter and Depersonalize

- Thoroughly clean the entire home.
- Scrub tile in the kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of all dust bunnies.
- Repair cracks and holes in the walls.
- Paint interior walls with neutral colors, like beige, cream or light pastels. Pale blues and greens are good for bathrooms.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.

- Remove items from the garage and store them off site.
- Secure valuable items, including cash and jewelry.

3. Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash the siding and windows.
- Inspect the roof and make repairs as needed.
- Repair cracks in the driveway and sidewalks.
- Sweep the entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.
- Plant colorful flowers and shrubs.
- Store any toys or equipment lying on the yard.
- Clean up pet droppings.
- Clean the gutters and downspouts.

4. Pay Attention to Kitchens and Bathrooms

- Mop and wax/polish the floors.
- Clear the countertops.
- Replace outdated hardware.
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.

- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.

5. Appeal to the Senses

- Bake cookies or burn scented candles.
- Offer light refreshments.
- Install higher wattage incandescent light bulbs to brighten rooms.
- Turn on all the lights.
- Open windows to let in fresh air.
- Open curtains or blinds to let in natural light and show off views.
- Turn off TVs.
- Relocate pets on the day of showings
- Refrain from smoking in the home.

6. Show Off Your Home's Best Features

- Remove rugs to show off hardwood floors.
- Pull back drapes to showcase nice views.
- Stage the front porch or deck with furniture and potted plants.
- Make sure fireplaces are in working condition.
- Clean the backyard and pool area.

Homes must be Priced Right and Look Better than the Competition

People will not over-pay, but they will pay a premium for “the best” real estate property on the Market.

Before Buyers decide to buy, they need to mentally move their own belongings into the home. If a home has too much or too little in it, it is difficult for most Buyers to visualize how their own belongings will look in the home. Most people buy on emotion; therefore we want to

emotionally connect them to your home. In this competitive real estate market, staging has become the tool of choice that gives homeowners and Realtors the edge over the competition.

Repairs or Maintenance

Buyers are always looking for a deal, so making sure all necessary repairs and maintenance are done will help to eliminate their negative checklist. Connie can provide you with checklists that will help you prepare your home for marketing and sale.