

STAGING AND SHOWING YOUR HOME

Builders have been staging their homes for years. Remember the last time you were in a builder's new model home? I bet you were pretty impressed. I know I was. Well, that same technique the builders use is a service I offer my clients when I am hired to market their homes. In the very competitive market we are experiencing now if your home is not staged correctly then it will be very difficult if impossible to sell. By using the right techniques such as proper paint selection, removing unnecessary clutter and neutralizing you can increase the street value of your home anywhere from 2-5%.

A little effort and money spent on enhancing your home before you put it on the market can pay off BIG with a much quicker sale and sometimes for even more money than your initial asking price.

Once again, this is a service I provide for my clients and I even have some before and after photos of some homes that were dynamized by my team and me.

Remember, when it comes to selling a home...

you don't get a second chance to make a great first impression!

If buyers are not impressed by your property in the first 30 seconds then there is very little chance of a sale!



STAGING CHECKLIST

To properly prepare your property to show at its best, I offer this checklist to remind you of all the little things you can do. The closer your property is to “Model Home” condition, the more money you will get for it!

Exterior:

Buyers may decide whether or not they like your property enough to purchase it in the first minute! You know what they say, “You don’t get a second chance to make a good first impression”! That means the condition of the exterior and entranceway of your property is crucial to the success of selling it. Let’s review a few things you can do to improve your chances:

- *Driveway and sidewalks should be swept and clear of toys or obstructions*
- *Remove cars from the driveway if possible*
- *Grass and shrubs should be trimmed neatly and trimmings removed*
- *Front door should look clean and freshly painted*
- *Exterior should look clean including siding, porch and windows*
- *Windows and doors should be clean and in good repair (including garage doors)*
- *Gutters should be clean and in good repair*
- *Seasonal flowers should be planted to add visual appeal*
- *Repair any loose shingles on your roof*
- *Place a seasonal wreath on your front door*
- *Paint door or window trim if needed*
- *Weed and mulch planting areas*
- *Remove dead plants and shrubs*

Interior:

Our goals on the interior of your property are to depersonalize the space by removing at least half of your family photos, etc., to clear high traffic areas of any excess furniture to create a feeling of openness, and to highlight the best features of each room – like French doors or fireplaces or a beautiful view. Here is a list of steps that will help:

- *Wash the windows*
- *Wash walls and doors (inside and out)*
- *Paint the walls of any room that will not clean up with washing*
- *Partially clear off built in shelves, countertops and cabinets*
- *Open the drapes or blinds – we want as much natural light as possible*
- *De-clutter – this includes magnets and pictures and calendars off the fridge, knick knacks, collections, fridge and freezer, posters in children’s rooms, old anniversary cards etc.*
- *Scrub all kitchen appliances including the insides of fridge, oven and microwave*

- Scrub kitchen cabinet doors, stove hood, countertops, etc.
- Increase the wattage of light bulbs in your bathrooms, laundry room and kitchen for a bright feeling in those rooms
- Replace any burned out bulbs in every room
- Consider a new shower curtain or set of decorative towels to freshen an older bathroom
- Refinish wood floors if possible – if not, at least purchase a cleaner/shiner product and apply it
- Have carpets cleaned if there is any hint of odor or stains
- Clean and polish the brass knocker on the front door or replace it altogether
- Clean and shine up the numbers on your house and mailbox
- Set the dining room table with your best china or a beautiful centerpiece – we want to stimulate the buyer’s imagination
- Empty closets as much as possible – remove heavy winter coats that are not in use, place items in storage if you have to.
- Odor control is a MUST. If there are pets or a smoker in the house, use cleaners, carpet freshener, potpourri, candles, whatever is necessary to eliminate those odors clean out litter boxes every day
- Purchase a new welcome mat
- Purchase a new doorknob and lock if yours are dingy
- Vacuum floors each morning
- Be sure all faucets are drip free
- Clean out your fireplace or woodstove
- Remove unnecessary items from tubs, shower stalls, and toilet tops

Garage/Basement:

That’s right, even the garage and basement need to be spruced up to get the highest dollar value for your property. Buyers like to see plenty of open space in the garage. It tells them your property has adequate storage plus room to park their car.

- Get rid of all the extra stuff you don’t want to move with you. (Perhaps a garage sale would be a good idea – and give the left over items to charities?)
- Dust the walls and ceiling and corners to remove dust and cobwebs
- Remove all items from the floor that can be put away or thrown away
- Clean oil spots on the floors (Wipe up excess oil, pour an absorbent material like kitty litter, sand or sawdust onto the spot to soak up the remainder. Leave it overnight, then sweep it up and clean with a concrete cleaning solution)

It looks like a lot of work, doesn’t it? Please keep in mind that these hints, tips and ideas are provided to increase the value of your property – and that is part of my job as your agent!