

# HOME STAGING

90-Minute Core Class

[www.ElevateYourRealEstate.org](http://www.ElevateYourRealEstate.org)

Elevate your real estate with Abby Vasek.



*Home Staging is a measurable, marketing method to reduce DOM & attract quality offers.*

## EDITING & CURATING

1. EDITING \_\_\_\_\_ % of an occupied home is normal because the way we live and the way we sell are so different!

2. Staging FEELS: 1. Fresh 2. Minimal 3. Intentional 4. Balanced 5. Natural

3. The 2-PART STAGING STRATEGY:

1.

2.

4. What is the CRITERIA FOR AN OBJECTION?

1.

2.

3.

4.

2 EVALUATIONS:

✓ Condition

✓ Contents

5. Mark the items with \_\_\_\_\_ that STAY FOR STAGING.

6. Use REPITION of: \_\_\_\_\_, \_\_\_\_\_, \_\_\_\_\_ to create CONTINUITY & BALANCE.

STYLES TO INFUSE: 1. Industrial (Urban & Farmhouse) 2. Glam (Hollywood Regency)

3. Mod (mid-century, Scandinavian, sleek) 4. Traditional (Old world) 5. Primitive (Tribal or earthy) 6. Artisanal (handmade, boho or ethnic)

*Home Staging is a minimalist expression of contemporary design.*

**FAVE STAGING ACCESSORIES:** 1. books & bookends 2. set of lamps 3. fresh towels 4. throw pillows 5. baskets 6. plants & fruit 7. dishes, pitches, vases, jars 8. platters, trays, cutting boards 9. kitchen hand towels & cloth napkins 10. led candles & glass hurricanes 11. clocks, frames & little sculptures 12. Earthy elements

ACCESSORIZING NOTES:

**FAVE BIG ITEMS:** 1. benches & ottomans 2. barstools (low profile) 3. Tall plants 4. large mirrors & art 5. Area rugs 6. drapery panels 7. (light colored) upholstery 8. (light colored) bedding 9. glass tables 10. floor lamps

**POPULAR PLANTS:** The Zamioculus, The Fiddle Leaf Fig, Cactus & Succulents. Also good are Yuccas & Acacia Palm trees.

8. WINDOW TREATMENTS: Grommet topped \_\_\_\_\_ on a long narrow rod. Hang them up & out from the window.

9. Staging Furnishing POLICIES I might consider adopting:

**BEDDING FORMULA:**

+ 1 sheet set with 2 standard shams  
+ 1 coverlet (to pull up over sheet)  
+ 1 duvet (to fold at end of bed)  
+ 3 Euro Pillows (King) 26x26 / 30x30  
+ 2 Euro Pillows (Queen)  
+ 1 -2 decorative pillows

## LAYOUT

*The layout accommodates the function and accentuates the features & square footage of the home.*

12. Three reliable LAYOUTS: Formal (symmetrical), Cozy Family (L-shaped), Open Conversation (pass-through)

13. You anchor an area 2 ways: Below with a \_\_\_\_\_ Above with a \_\_\_\_\_

14. Most common area rug sizes: a few 5x8 but mostly 8x10 and 9x12

## HOME IMPROVEMENT

*“Your Finishes need to be competitive with your price point.”*

15. Take a minimum of 6 pics per room. One of the entry + 4 more, capturing each wall in a \_\_\_\_\_ motion + one more of the storage.

### 16. What is in my Make-Ready BAG?

#### 16. How to prioritize and determine the ROI?

Stick to the 2Part strategy and prioritize the aesthetic experience within the first 4-minutes.

*“Buyers purchase a home based off first impressions.”*

## LIGHTING

19. **Ambient lighting is** the overall room lighting. **Task lighting is** over a project area (countertop, vanity, island or reading chair) **Accent lighting is** extra lighting, it is often directional like an art lamp or a sconce or it's on a side table to brighten a corner.

20. The best light for staging is an LED \_\_\_\_\_

21. Exterior Lighting to illuminate house numbers, pathways, focal point trees & landscaping.  
Note 3-4 you might keep in mind:

## FLOORING

21. The trending look is blonde or \_\_\_\_\_ woods & light stone tiles.

### 23. COMMON FLOORING MATERIALS:

24. Tile placement is usually \_\_\_\_\_ or \_\_\_\_\_.

# PAINT

25. The staged look has a \_\_\_\_\_ color palette with shades of greige, cream, and soft white.
26. The interior Paint formula only requires 2 colors. One for the \_\_\_\_\_ & ceiling and the other for the trim, cabinets & \_\_\_\_\_.
27. Walls & Ceiling in a \_\_\_\_\_ sheen. (eggshell is also good for walls, not ceilings)
28. The trend for cabinet sheen is: Low Sheen Enamel unless you are going with flush, highly reflective modern cabinets. (the old standard was semi-gloss)
29. Use paint to make things “disappear” by removing the \_\_\_\_\_.
30. COLORS SW: Agreeable Gray & Accessible Beige with Alabaster or Arcade White
31. COLORS BEHR: Toasty Gray N320-2 with Swiss Coffee 12 (off white) or Polar Bear 75 (bright white)
32. The Curb appeal PORCH RECIPE includes:
32. A fun color for a front door might be peach, bright yellow or blue. A safe pick is always \_\_\_\_\_.

*“Navy is the new red door.”*

## HOME STAGING MISTAKES TO AVOID

- FAKE BEDS
- BEVERAGE TRAYS ON BEDS
- ALCOHOL IN BEDROOMS
- FAKE ICE
- UNREALISTIC EMBELLISHMENTS
- TAXIDERMY (anything with eyeballs is a no-no)
- CROSSES or FLAGS (any religious or political accessories)
- SHOCKING COLOR PALETTES
- WRONG SCALE
- CROWDED SPACES

Thank you for participating in this core class. I also offer architecture & listing language along with CE classes & workshops. Follow the calendar & stay in touch [Abby@ElevateYourRealEstate.org](mailto:Abby@ElevateYourRealEstate.org)