

Hart of the Sell

Home Staging & Redesign

Staging Tip Sheet & Moving Checklist

Staging your home will prepare your home to receive top dollar once you go to market. The purpose of home staging is not to show buyers how you have comfortably lived in the home, but to show the buyer the potential for them to live in the space and make it THEIR home which moves them to purchase. ~ Denise Joy

90 to 60 Days before house goes on the market

- Walk through each room and criticize the home from a buyer's perspective.
- Ask a few local real estate professionals for their advice.
- Consider getting a professional home inspection to see if any repairs are needed.
- Hire a contractor to handle any major projects.
- Consider getting an appraisal to find out your current market value.
- Hold a yard sale. Sell, donate or trash anything you don't need.

60 to 30 days before house goes on the Market - Clean, Declutter and Depersonalize

- Thoroughly deep clean the entire home. Hire someone if necessary.
- Scrub tile in the kitchen and bathrooms.
- Clean inside and the surface of kitchen and bathroom cabinets.
- Clean tops of kitchen cabinets if that area is open.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of dust on floors, ceiling fans, tops of cabinets, et.
- Repair cracks and holes in the walls.

60 to 30 days before house goes on the Market - Clean, Declutter and Depersonalize

- Paint interior walls with neutral colors, like beige, grey, cream.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets. Use suitcases to store out of season clothes if you're strapped for space.
- Remove all small appliances from kitchen counters.
- Remove toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Organize items in the garage.

30 days before house goes on the Market - Maximize Curb Appeal

- Consider painting 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.
- Or, rake and dispose leaves, shovel walkways and driveway.
- Store any toys or equipment lying on the yard.
- Clean up pet droppings.
- Clean the gutters and downspouts.

30 days before house goes on the Market - 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.

One Week before Open House - 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.
- Refrain from smoking in the home.
- Plan to relocate pets on the day of the open house.
- Secure valuable items, including cash and jewelry.

Day of Open House - Appeal to the Buyers 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.

***For professional help to get top dollar from the sale of your home
contact us today!***

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