

Staging Successfully

Get Your East Alabama Home

Ready For
Market



Ready to list your home? Call today 334-703-4340

HALLMARKPROPERTIES.CO

Staging Successfully

STEP BY STEP

Selling real estate is just like any other project. At Hallmark Properties we want to help you break it down into manageable steps that lead to the outcome you desire. Staging a property is a crucial step in selling that property. It involves decorating and furnishing a home to make it more appealing to potential buyers. **A well-staged property can increase its perceived value** and help it sell faster and at a higher price.

Here are 10 steps you can take to effectively prepare your home to sell.

ONE	
 DECLUTTER & DEPERSONALIZE	The first step in staging is to declutter the space. Remove personal items, excessive furniture, and anything that doesn't contribute to the overall aesthetic. A clean, clutter-free space allows potential buyers to envision themselves living there.
TWO	
 GET A QUALITY CLEANING	A clean property makes a big difference. Deep clean carpets, wash windows, scrub grout, and eliminate any odors. <u>Consider hiring professional</u> cleaners for a thorough job. You'll be glad you did! Call us if you need a referral.
THREE	
 FIX MINOR REPAIRS	Attend to any small repairs such as leaky faucets, loose cabinet handles, or scuffed walls. These minor issues can detract from the overall appeal of the property. Let us know if we can help.

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FOUR	
 SHOWCASE PURPOSE	Define the purpose of each room. Make sure buyers can easily identify how they would use each space. For example, a spare room could be staged as a home office or guest bedroom.
FIVE	
 ACCESSORIZE THOUGHTFULLY	Select tasteful accessories like artwork, throw pillows, and decorative items to add character and warmth to the space. However, don't overdo it; <u>less</u> is often more.
SIX	
 USE LIGHTING WELL	Proper lighting can make a space feel warm and welcoming. Use a mix of natural and artificial lighting to showcase the property's best features. Natural lighting is a salesman! Also, consider updating fixtures if they appear outdated.
SEVEN	
 USE NEUTRAL COLOR PALETTE	If this is an option for you, painting walls in neutral tones like beige, gray, or light pastels can make a space feel more open and inviting. Neutral colors also make it easier for buyers to visualize their own furnishings in the home.

STEP BY STEP

EIGHT	 THOUGHTFULLY PLACE FURNITURE	Arrange furniture to highlight the flow of the room and create a sense of space. Use appropriately sized furniture, and ensure there's enough room for potential buyers to move around freely. Make sure natural walking paths are not blocked by furniture.
NINE	 CREATE CURB APPEAL	Don't forget the exterior! The first impression counts, so ensure the lawn is well-maintained, the front door is inviting, and the landscaping is in good shape.
TEN	 ARRANGE PHOTOGRAPHY	Once the property is staged, hiring a professional photographer to capture high-quality images is a must. These photos are often the first thing potential buyers see, and they can make a significant difference in attracting interest. Hallmark Properties contracts with professionals and we are glad to do this for you.

Remember that the goal of staging is to create an environment that allows potential buyers to see themselves living in the property. Keep your target audience in mind and tailor your staging efforts accordingly.

Effective property staging involves decluttering and enhancing the property's appeal. It's a worthwhile investment that can lead to a quicker sale and a higher selling price. By following these tips, you can increase your chances of staging a property that resonates with potential buyers and maximizes its market potential. When you're ready to sell, we want to be there to help you get the results you want. Call us today!

WHAT NEXT?



You can add tremendous value to this resource by printing it out. Use your printed copy to check the boxes beside each step as you complete it.



WHO ARE WE?

Hallmark properties is a real estate company that brings clarity, integrity and experience to your next real estate decision in East Alabama. We want to help your real estate goals to feel achievable.

With over \$20 million in real estate sales in 2022, we help clients see how their real estate aspirations are often a lot more doable than they think. By problem solving and encouraging you along the way, we want to see you reach the goals you have!

Our desire is to build long-term relationships, serving our clients through multiple real estate transactions as those needs change. Call us today.



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