

Ideally: " STAGING" could be described as the opposite of " DECORATING"!

Decorating and interior design is all about personalizing a space "STAGING" is all about De-Personalizing the space to allow the viewer/potential buyer to view a neutral canvas for themselves and belongings.

Try to think of it as " not my home anymore". This will make it much easier to see the benefit of removing your personal items and photographs.

Edit (pack and store) 50% of the household longings. Packing up all off-season clothes will make the closets look more spacious. Same concept applies to books on bookshelves, toys in the children's rooms, and kitchen and bath items.

A word about our professional photographers

Our professional photographer will arrive and begin work as soon as they enter your home. Please have all interior and exterior lights (including table lamps) and any fountains or water features when your photographer arrives. We will be photographing both the exterior and interior (all major rooms) as is.

Our photographers are not allowed to move / rearrange any furniture or personal items. Keep in mind that the photographer has other appointments, so it is very important to have all your preparation done prior to his or her arrival..

Curb Appeal

1. Make sure that the lawn is properly manicured and that sidewalks, driveways and porch areas are swept.
2. Roll up and store garden hose.
3. Make sure that all exterior lights are working.
4. Open the drapes and/or shades and turn on lights, interior and exterior.
5. Remove cars from the driveway and in front of the home.

Back Yard

1. Make sure that the lawn is properly manicured and that sidewalks, patios, and porch areas are swept.
2. Roll up and store garden hose.
3. Make sure that all exterior lights are working.
4. Open the drapes and/or shades and turn on lights, interior and exterior.
5. Open up all umbrellas.
6. Pick up and store all toys, lawn equipment, and pool items.
7. Turn on spa / pool lights and any water features.
8. Clean and De-Clutter



INTERIOR

1. De-Clutter rooms that maybe excessively furnished, As they do not photograph well.
2. Remove throw rugs and runners in entryways, kitchens, and bathrooms.
3. Replace all burned-out light bulbs including table lamps ceiling lights and built-in features.
4. De-Clutter fireplace mantels Remove personal photos also.

Living and Family Rooms

1. Removed stacks of newspapers and magazines. Hide TV and stereo remotes.
2. Conceal all exposed cables and extension cords.
3. Remove clutter, personal photos from bookshelves, tables, and cabinets.
4. Remove any trash cans.

Bathrooms

1. Clear the countertops. Removed toothbrushes, shavers, soap dishes, tissue and lotion dispensers, make up mirrors, and ETC.
2. Remove shampoo and other products from shower and tub area.
3. All toilet seats should be down and lid closed.
4. Clean all mirrors.
5. Remove and or store all medications.

The Kitchen

1. Clear off countertops and removed in a small appliances such as toasters coffee pots, knife blocks, cutting boards, paper towel dispenser, dish washing liquid's, sponges, and towels.
2. Conceal garbage containers.
3. Clean and shine major appliances and white down all countertops.
4. Removed ALL magnets, notes, photos, and papers from the refrigerator.

Bedrooms

1. Make all beds and make sure items under the bed are hidden.
2. Clothes folded and put away.
3. Remove items from bedside tables such as, books, magazines, photos, clock radios, and etc.
4. Remove and store medications and valuables.

The Final Touches

1. Place all garbage and have containers in the garage or out of sight.
2. Remove/ replace/ repaint anything that is too " taste specific"