

GET THE MOST OUT OF YOUR SALE

STAGED HOMES SELL FOR MORE



PRESENTED BY REALTOR

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STAGING GUIDE PRESENTED BY



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The Importance of Staging

Statistics have always shown that a staged home not only sells faster, but generally sells for more. Staging a listing is a strategic marketing method to help buyers imagine themselves living in your home. It gives a visual for how each room can be emphasized for its best features and functionality. If you want your home to make the best impression on the market, staging is key.

83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

The Pros To Staging

- + Staged homes have shown to get more out of the price in a shorter period of time.
- + Staging a home allows buyers to see themselves living there, which increases their attraction to buy.
- + Staging makes listing photos look beautiful and stand out online. Make the first impression the best impression when potential buyers see your home online.

LOW COST UPGRADES WITH A GREAT RETURN



REPAINT/CLEAN WALLS:

Replace bold old faded wall colors with soft neutral tones, such as beige or gray. Touch up kitchen baseboards, cabinets, trim, and molding.



LANDSCAPE:

Maintaining your landscaping is highly important for curb appeal. Remove weeds and dead plants. Have a freshly mowed lawn. Add some fresh flowers for color and life.



UPGRADE LIGHTING:

Lighten up any dark rooms by adding lamps and accent lighting if you can't use natural light. Be sure to swap old light bulbs around the new house with brighter LED bulbs.



REPLACE OUTDATED APPLIANCES:

Outdated appliances can make the home feel older and unappealing to buyers. Updating your old white appliances with stainless steel options can add a lot of value to your home.



UPDATE FLOORING:

Flooring is one of the features in a home that holds a lot of value. Update/get rid of old carpeting and get your wood floors polished and your tile floors cleaned, including the grout.



STAGING CHECKLIST

THE GAME PLAN:

Walk through every room of your home and take note of things that need to be updated or thrown out.

It would be beneficial to have a home inspector review any necessary repairs the home needs.

Be sure to declutter your space and get rid of things you no longer use or need. A yard sale or a storage unit may come in handy in this situation.

CLEANING IS ESSENTIAL:

Hiring a professional cleaning company to thoroughly clean the home is important.

Have your rugs and carpets steam cleaned or replaced.

Make repairs to any holes or cracks in the walls.

After wall repairs, paint your outdated/faded walls with a fresh coat of neutral paint.

Remove excess furniture that can get in the way of buyers walking through the home.

Declutter your closet space so you can showcase how much room there is for storage.

Declutter the rest of your home. Store away as many excess items as possible or host a yard sale to make some money.

Be sure to lock up/hide any valuable items in your home. Like any expensive jewelry or cash.

MAKE REPAIRS:

Walk through each room of your home and make any repairs and updates to anything that looks damaged or outdated.

STAGING CHECKLIST

KITCHEN AND BATHROOMS:

- Vacuum and mop floors. Polish wood floors so they shine.
- Clean out pantry, cupboards, and the fridge. Toss out old food.
- Thoroughly clean appliances and fixtures, inside and out.
- Remove stains from toilets, showers, tubs, and sinks in your bathroom and kitchen.
- Replace old caulking
- Keep toilet seats closed for photos and before showings.
- Put away all of your personal hygiene products and toiletries.

FINISHING IT UP:

- Switch out any light bulbs that need to be replaced. Update old fixtures.
- Add fresh flowers and plants around the home to add a subtle scent and bring in life.
- Store away personal family photos.
- Declutter closets and storage spaces. Buyers will want to see the insides of these for space.
- Be sure to put away any children's toys or pet supplies.
- Bake some cookies or light a natural smelling candle for a cozy scent.
- Wipe down all surfaces, declutter, and make sure the floors are picked up.
- Open up all blinds and turn on lights to brighten up the home.

THE CURB APPEAL:

- Refresh the paint color of your home exterior. Including trims, doors, and shutters.
- Power wash all exterior surface areas that have grime build-up.
- Add a fresh coat of paint to your door, if it needs it, and place a welcome mat and live plants by the door.
- Have the roof inspected for any leaks or damages.
- Sweep up the patio and sidewalks.
- Maintain the lawn by keeping it mowed and weeds removed.
- Don't forget to clean up any pet droppings so buyers don't step on it.
- Have the downspouts and gutters cleaned of build-up.
- Open up your blinds and window curtains to let natural light in.
- Remove dead plants and add some fresh bright colored flowers to your landscape.



READY TO GET
YOUR HOME ON
THE MARKET?

LET'S GET STARTED

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