

Presenting the Best Version of Your Home

Pre-Staging Recommendations¹



Six (6) months from listing your home on the market, you want to conduct your own assessment of your home through the photographer's eyes. After all, the first open house will be the virtual one when buyers view your home online. Think through the viewer's eyes: Will the items look good in the photos? What impression does my home give in each frame? Does it look busy with too many items in each room? Does it look dated? Does it look too personalized? Here is a check list of some actions you might want to take before the photographer arrives to take your listing photos.

- Clear out anything you do not plan to use in your next home.**
- Send unwanted items to donation centers or sell online.
- Throw away anything that is broken or damaged. (If it's too old or damaged to keep, it won't be useful in staging your home.)
- Pre-pack any off-season clothing or equipment and store packed items in a garage, basement or storage unit.**
- Pre-pack any small decor items and personal mementos** (anything smaller than a cantaloupe is too small for listing photos).
- Edit the home of personal art, family photos, children's art, etc. so potential buyers can envision their future lives in the home.
- Straighten/organize areas for storage (e.g. closets, pantry, cupboards, laundry room – yes, people will open all the doors and drawers and you want the home to look like it has plenty of storage!)
- Edit those same storage areas to be about 50% full.
- Edit any personalized collections.
- Clean until your house sparkles and don't overlook the following:
 - Windows, ceiling fans, light fixtures and lamps
 - Floors, table tops, bookcases, molding, faux greenery
 - Interior shelving and cupboards
 - Your front door (interior and exterior)
 - Remove any smudges or scuffs on painted walls; wipe switchplate covers and door knobs.
 - Patch small holes and touch up paint on the walls as needed on the door trim, etc.
- Keep accessible any artwork, mirrors, large candleholders, vases or decorative accessories that you think a stager might be able to use on Showcase Day.
- Plan for the first week your home is listed:
 - Send pets to a family member/friend or make a plan where to take them during photography, showings and open houses.
 - Consider staying somewhere else for the first weekend your house is on the market.¹



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