



The Guide to
STAGING
FOR SUCCESS

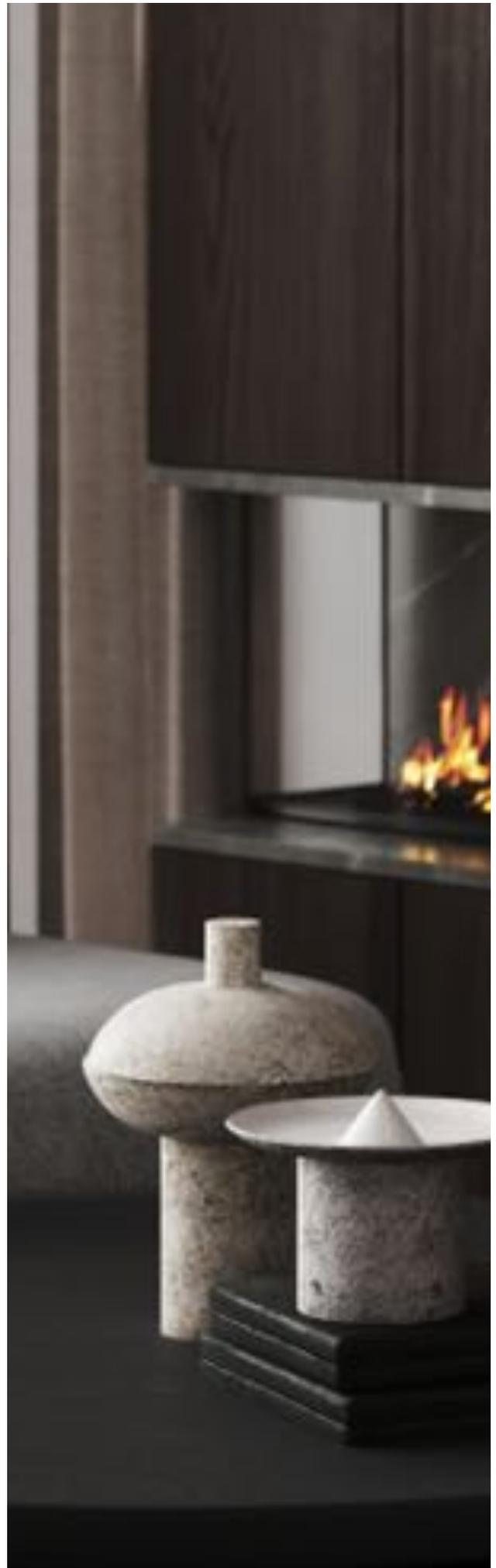
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Hi there!

Selling a home, whether it's your first or your third time, can be a little overwhelming and often challenging. One of the most important aspect that will help sell your home for top dollar is home staging. In this staging guide for sellers, it will provide a detailed overview on the process of staging and what you can do to make sure your home sells for top dollar

If you have any questions or need support getting your home read for photos please feel free to contact me!

Best,

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What does Staging do?

The main objective of staging is to prepare the home for sale in a way that it will appeal to the largest number of buyers, which will further increase the chances of selling quickly and at top dollar.

Therefore, staging is where you can minimize the flaws of your home, while simultaneously highlighting the best, selling features of your home to generate more interest, higher offers and quicker sales. When done right, home staging creates a warm, inviting atmosphere where potential buyers can visualize themselves living in it. Having a well-staged home will draw in more buyers to online listings and showings, and, hopefully, will end in generous offers.

As a seller, you can stage your own home, have your Realtor® help you stage it, or hire a professional home stager. There's also virtual staging, where photos of a home are digitally enhanced to show off the possibilities of the space.

Why is Home Staging Important?

According to the 2021 Profile of Home Staging by the National Association of REALTORS (NAR):

- 82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.
- Among buyers' agents, having photos (83%), videos (74%), and virtual tours (73%) available for their listings was more important since the beginning of the COVID-19 pandemic.
- 23% of buyer's agents said that staging a home increased the dollar value offered between 1-5%, compared to other similar homes on the market that are not staged.

The statistics support the fact that staging a home can help buyers visualize themselves living in the home, can increase the number of showing requests, and can increase the amount of the offer.

Benefits of Staging

Staging a home before it goes on the market can benefit both buyers and sellers.

- Professional staged listings look better online and stand out to buyers, which attracts more in-person showings.
- Staged properties sell faster compared to properties that have not been staged.
- A staged property will help buyers visualize themselves living in the space
- Staged properties can increase the number of offers and selling price in hot markets.
- Professionally staged properties show better than competing properties for sale that are not staged.
- Buyers view professionally staged listings as well-maintained.
- Buyer agents recognize that professionally staged listings are "move-in" ready and are more likely to show staged properties to their clients.





Interior

- Repaint any bright, bold colors with neutral colors
- Wash all the windows, inside and outside
- Fix squeaky doors and loose boards
- Replace any missing fixtures
- Mop all the floors
- Remove family and personal photos
- Dust all surfaces
- Clean all blinds and curtains



Exterior

- Clean pool, filters, and plumbing
- Check if home alarm is functioning
- Fill in driveway cracks and walls
- Sweep driveway clear of leaves
- Wash windows and clean
- Ensure lights are working and bright
- Repair shutters and screens
- Replace missing shingles

Curb Appeal

The average home buyer decides within the first 8 seconds whether they'd be interested in buying your home. Since your curb appeal is the first thing buyers see, take the time to elevate your curb appeal through landscaping and cleaning.

- Trim landscaping and keep the lawn mowed at all times
- Weed flower beds
- Freshen up paint on window trim and columns
- Sweep front porch & remove cobwebs
- Paint front door and mailbox with a lively color
- Clean & arrange patio furniture
- Pressure wash the house and driveway

TIPS:

- Hang a wreath on your front door and replace welcome mat
- Pick up pet waste
- Add hanging baskets or potted plants by the front door



Kitchen

The kitchen is the heart of the home, and is one of the biggest selling features. Make sure that it is clean and well-lit for a great impression.

- Put away small appliances paper towel, napkins, soap, sponges
- Put away dishes from counter and sinks
- Wipe down counters, backsplash, and appliances
- Sweep and mop floors
- Remove personal items like magnets, photos, and kids artwork
- Empty trash cans before pictures and every showing
- Clean the oven/stove, microwave, refrigerator and garbage can to eliminate odors at their source

TIPS:

- Accessorize your kitchen with a bowl of lemon or fresh flowers to liven up the space
- Consider baking cookies prior to showings as the smell of freshly baked goods creates a warm feeling of home



Living Room

This will most likely be the first room a buyer will see. Make sure to wow them by highlighting the focal point of the room, whether that's the fireplace or the beautiful view!

- Replace worn-out pillows and rugs
- Sweep, mop, vacuum floors
- Remove personal items like photos
- Dust furniture and wipe down surfaces
- Remove unnecessary furniture to create more space
- Add more lighting if needed
- Put cords and wires out of sight

TIPS:

- Add life to the room with decor such as flowers, throw pillows, candles, table books, etc.
- Consider hanging artwork or professional photographs to give the space a more sophisticated look.



Bedrooms

The bedroom should feel like a restful sanctuary from everyday life. It should be calming and comfort should be a priority.

- Put fresh bedding and pillows
- Remove excess furniture
- Dust furniture
- Pack away personal items and photos
- Remove half the items in every closet and make sure what's left looks neat and organized.
- Declutter the bookshelves and nightstands
- Clean shades and curtains

TIPS:

- Remember to make the beds & fluff the pillows daily so that you're always ready for last-minute showings!
- For the master bedroom, have everything in pairs- two nightstands, two lamps, etc..



Bathrooms

Bathrooms are the one room buyers will want to see spotlessly clean. Make sure that your bathrooms were deeply cleaned as they can make or break your sale.

- Deep clean toilets, showers, and bathtubs
- Put down toilet seats and lids
- Wipe down countertops, mirrors, and light fixtures
- Put away items like toothbrushes, toothpaste, and soap
- Replace shower curtain
- Display fresh towels in a neutral colour
- Empty trash
- Run the fan to reduce humidity

TIPS:

- Freshen up the space with a small bouquet of flowers in a vase on the vanity
- Keep an air freshener in the bathroom to reduce unpleasant smells





Basement

- Pack away seasonal items you will not need before you move
- Vacuum cobwebs and floor
- Run a dehumidifier in the basement continuously
- Change furnace filter
- Clean water heater and drains



Garage

- Organize to create floor space
- Organize items in bins or shelves
- Cover exposed wiring
- Ensure the garage door is working
- Make sure there's enough room to park the car

6 Common Staging Tips

Here are a few staging tips to get your home ready for the market.

01

DECLUTTER & DEPERSONALIZE

The whole point of staging is to help buyers visualize the space as their own. The best way to achieve this is by creating a plain home, free of clutter and your personal photos. Start by putting away all personal belongings and getting rid of unwanted clutter.

02

LIGHT UP YOUR HOME

A nice lighted staged home will instantly make it more warm and welcoming. Make sure to open the windows and drapes for natural lighting if possible. Note to also increase the wattage of your lamps and fixtures, as well as add additional lighting sources to each room.

03

GO WITH NEUTRAL TONES

Freshly painted spaces will instantly make your staged home look more new and worth more. When choosing paint colors, go for soft neutral colors so it adds warmth and life to your home.

04

MAKE ALL THE NECESSARY REPAIRS

If your home has leaky faucets, missing floorboards, or broken cabinets; these are things that potential buyers deem as red flags. By making all the necessary repairs, it shows to buyers how much effort you've put into maintaining the property.

05

STAGE WHERE IT COUNTS

The living room, master bedroom, and kitchen are the rooms that have the biggest impact on influencing the buyers' decisions. These are the rooms you'd want to focus the most on when staging.

06

GIVE YOUR HOME A DEEP CLEANING

A dirty house is a turn-off for potential buyers, while a clean home suggests that you've taken good care of the place. Be sure to have your home professionally cleaned prior to staging to show all buyers that your home is nice and fresh.

SHOWING *Checklist*

After staging is complete, it's time for the showings! Here is a showing checklist to help you make sure your home looks its best at all times.

SHOWING IN 10 MINUTES	SHOWING IN 30 MINUTES	SHOWING IN 1 HOUR
<ul style="list-style-type: none">• Place all clutter in a basket & place in your car• Wipe down all countertops• Take out all garbage• Check all towels are picked up• Turn on all lights & open the curtains or blinds• Make the beds• Secure your pets or take them with you	<ul style="list-style-type: none">• Place all clutter in a basket & place in your car• Vacuum all carpets• Clear and clean all kitchen counters• Clear out the kitchen sink• Take out all garbage• Check all towels are picked up• Turn on all lights & open the curtains or blinds• Sweep & mop all hard-surfaced floors• Make the beds• Put laundry away• Make sure home smells fresh• Secure your pets or take them with you	<ul style="list-style-type: none">• Place all clutter in a basket & place in your car• Vacuum all carpets• Clear out the kitchen sink• Take out all garbage• Check all towels are picked up• Turn on all lights & open the curtains or blinds• Sweep & mop all hard-surfaced floors• Make the beds• Clean all mirrors• Make sure home smells fresh• Check and wipe down toilets