

# HOME STAGING GUIDE



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# THE **BENEFIT** OF STAGING YOUR HOME

Staging a home is a strategic marketing tool used by sellers to help make it easier for potential buyers to envision themselves in the home. It is a way to emphasize a home's best features and make it appealing to the largest pool of buyers, and when done correctly it can help a home **sell for more money in a shorter amount of time.**

## IT'S ALL IN THE NUMBERS...

82%

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

47%

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

5%

STAGED HOMES INCREASED SALES PRICES BY 5%

# THE PROS & CONS OF STAGING

## PROS

- Staging makes the listing photos look better and stand out online, which will ultimately help attract more buyers
- Staging a home allows buyers to see themselves living there, which increases their attraction to buy
- Staging has been proven to get a higher price in shorter time

## CONS

- Staging can take time to set up and take down
- Staging can be costly when hiring a professional stager company or renting furniture
- If done poorly, staging may not be in the buyers' taste





# STEP 1: DECLUTTER, DEEP CLEAN, DEPERSONALIZE

DEPERSONALIZING & DECLUTTERING YOUR HOME IS ONE OF *THE MOST IMPORTANT STEPS* IN THE HOME STAGING PROCESS.

IT'S ALL ABOUT NEUTRALIZING, OR REMOVING YOUR PERSONAL TASTE FROM YOUR HOME DECOR SO THAT BUYERS CAN MENTALLY SEE THEMSELVES MOVING IN. YOU HAVE TO LOOK AT YOUR FROM THE PERSPECTIVE OF A POTENTIAL BUYER.



- Go through every room and get rid of anything you no longer want or need
- Declutter and depersonalize *everything!* Small objects don't photo well so remove any knick-knacks and any personal items. When it comes to getting your home ready for the market, less is ALWAYS more
- Remove personal photos & portraits
- Take down trophies, awards, and framed certificates
- Pack away toys, kids' artwork, sports equipment, and pet supplies
- Depersonalize bathrooms by removing or storing toothbrushes, makeup, hair products, etc.
- Deep clean the entire home top-to-bottom as you've never cleaned before



# EASY, LOW-COST UPGRADES

IT IS CRUCIAL TO HAVE YOUR HOME READY FOR MARKET ON DAY ONE. WE ARE SELLING  
A DREAM OF HOMEOWNERSHIP,

**HERE ARE A FEW LOW-COST UPGRADES THAT WILL MAKE A  
BIG IMPACT IN THE EYES OF POTENTIAL BUYERS:**

## **REPAINT/CLEAN WALLS:**

Replace bold or outdated wall colors with soft neutral colors, and touch up kitchen baseboards, cabinets, trim, doors, and moulding. Using light shades of blue or gray has been shown to be more appealing to potential buyers.

## **LANDSCAPE:**

Refreshing your landscaping is highly important for curb appeal. Your exterior is your first impression to potential buyers. Add some color with flowers and shrubs, remove weeds, and keep the lawn mowed.

## **UPGRADE LIGHTING & FIXTURES:**

Lighten up any dark rooms by adding lamps and accent lighting, and be sure to swap old light bulbs with brighter LED bulbs. Also swap out old, outdated light fixtures and doorknobs with new, modern fixtures to instantly transform a space.

## **REPLACE OUTDATED APPLIANCES:**

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

## **UPDATE FLOORING:**

Flooring is one of the first things a potential buyer will see and can make or break it for them. Replace old carpeting and get your wood floors polished and your tile floors cleaned, including the grout.

# DIY STAGING TIPS



Open all of the blinds and remove all curtains

Add new fluffy white towels to all of the bathrooms

Remove all area rugs (unless discussed)

Replace any brass fixtures and hardware with brushed nickel or black matte- I can recommend new chic, inexpensive lighting fixtures and hardware

Remove air fresheners. Clean is the best scent - deep clean like you've never cleaned before, including the stove, fridge, and microwave

Clean out and organize All closets- this will help the storage space appear larger

**De-clutter everything** – Have a designated basket you can use for random things lying around and then take it with you when you leave! Put toiletries away and remove clutter from countertops.

**De-personalize your home** – One of the primary objectives of home staging is to help prospective buyers visualize the space as their own (also for security reasons). Take down any photos of you or your family and store in the back of your closet

Buy a new welcome mat for the front door.

Add white or neutral bedding, with more pillows. Give your bedrooms a facelift. and create a more inviting space.

Dust your baseboards, door frames and windowsills. Use a Magic Eraser If necessary on stubborn stains.

# CLEANING IS ESSENTIAL

- Consider hiring a professional cleaning company to thoroughly clean your home from top to bottom
- Have your rugs and carpets steam cleaned or replaced
- Deep clean all appliances
- Replace old caulk and remove all stains from tubs, toilets, and sinks
- Wipe down all surfaces
- Power wash the front and back patio or deck
- Clean all windows, inside and out
- Clean gutters & downspouts
- Clean out kitchen cabinets & pantry, and remove everything from countertops
- Remove excess or bulky 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







I understand you are looking to sell your home, and I want to be the real estate professional to help you. If you'd like personalized home staging advice, that's what I am here for! Helping my clients sell their home for top dollar and with the most ease is what I am passionate about – I'm always here to answer your questions.

## LET'S CONNECT



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