



STAGING *that Sells*

A GUIDE TO STRATEGICALLY STAGING YOUR HOME



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Why Should I Stage My Home?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows – when done correctly it can help a home sell for more money in a shorter amount of time.



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.

Pros

Advantages of Staging Your Home

- ⊕ Staging makes the listing photos look phenomenal, attracting more buyers into the home
- ⊕ Staging allows buyers to envision themselves living in your home
- ⊕ Staging has been proven to get a higher price in shorter time



Cons

Disadvantages of Staging Your Home

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



Staging Secrets



01

Make a great first impression. No time or budget to do the entire house? Focus on the entryway and living room. Consider a statement chandelier, a cozy entryway, or a pop of color on the front door.

02

Clarify each room's purpose by dividing large rooms into smaller seating areas. Have a space that's no man's land? Use furniture and household items you have on hand and give it a purpose (office, craft room, guest bedroom, etc.).

03

Consider the scale, texture, and tone of each room. Everything should "fit" and be visually appealing. Translation? Get rid of any unnecessary furniture that's cluttering up the room.

04

Give attention to your great outdoors. Curb appeal — it's a thing. Buyers will love seeing new landscaping, clean walkways, and bright lighting.

DIY Staging Checklist



CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

REPAIRS TO CONSIDER

- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- Landscape. Add some color with flowers and shrubs. Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs. Add more lamps and accent lighting to brighten up darker rooms.
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

DIY Staging Checklist



CLEAN, CLEAN, CLEAN

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

DIY Staging Checklist



FINISHING TOUCHES

- Switch out any lights that need to be replaced
- Throw in some fresh flowers or plants
- Remove personal photographs and items
- Don't forget to tidy up your closets and storage areas – buyers will be looking there too
- Stow away any pet or kids items
- Light a candle
- Wipe down all surfaces and declutter

CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds