



READY. SET. SELL.

YOUR HOME STAGING GUIDE

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Once you make the decision to sell your home, it's to start preparing it for sale.

My mission as a Realtor is to help you make your house stand out online, during opens houses and showings. My home staging guide can help you properly stand out from the dozens of houses that buyers see. Your home will become the one that they see themselves calling "Home". Home staging is the key to transformation.

We start with what we love about your home, and through the staging process, we turn that into what a buyer can love about your property, It's not "magic" that will make your home stand out, just solid planning based on proven staging principles, the experience to know what buyers are looking for, and the hard work to make it happen.

The good news is, that when done right, preparing your home for sale by systematically staging it can help you maximize value and minimize time on the Market.

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WHAT IS HOME STAGING?

HOME STAGING IS...

The act of preparing a home for sale, with a special emphasis on presentation and appearance.

Home staging is different from home repair. It is not the same as remodeling. It does not need to cost a lot of money. Home staging is about creativity, not cash. Your staging budget will vary based on your home's individual needs. It can cost as little or as much as you want. Home staging focuses less on repair and more on creating a clean, open, organized space to help buyers mentally move-in.

When you put your home on the market, you have to shift your thinking. It is no longer your home. It is now a product for sale. And when it comes to selling, the product needs to be as attractive as possible.



YOUR HOME



A HOUSE

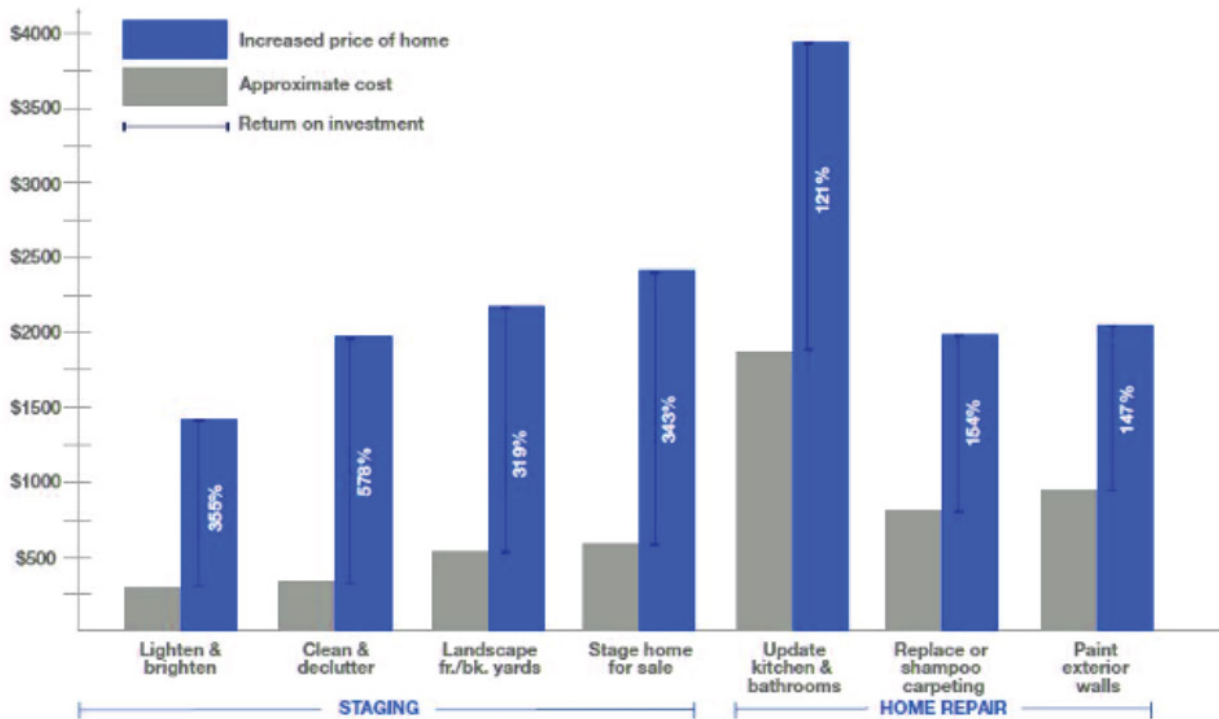


PROPERTY

It's like re-selling your car. You would change the oil, check the tires and gather maintenance records. But you would also wash it, vacuum it and detail it – inside and out. You want buyers to see the best features not just that it was well maintained.

This is where staging comes in. Using a systematic approach and proven techniques, you will be able to look at your property objectively. By highlighting the strengths, you can improve the property's appearance in the eyes of potential buyers, with the ultimate goal of selling the home more quickly and for the highest possible price.

RETURN ON INVESTMENT CHART



FROM HOME GAIN'S NATIONAL SURVEY



Check the average return on Home Staging Investment in your Neighborhood
Call me at 970 443 1781

* Based upon a survey conducted by The International Association of Home Staging Professionals and StagedHomes.com of over 1,00 Homes (62% vacant, 38% occupied) across the continental US and Canada prepared for sale by Accredited Staging.

STAGED HOMES

SPEND 83 PERCENT LESS TIME ON THE MARKET WITH 94 PERCENT OF STAGED HOMES SELLING IN 29 DAYS OR LESS. *



BEFORE YOU GET STARTED



- Walk through your house looking at it objectively with the potential buyer in mind. View it as a buyer would – determine what attributes are appealing in each room and what maybe detracting attention from those advantages. Do this exercise again with a Neighbor or a friend to help you be more objective.
- Each room has a positive feature that a buyer will notice. Begin to plan how you will accentuate that feature.
- Get a head start on packing by removing personal possessions like photos and mementos. Potential Buyers will feel they are viewing a property and not intruding in your home.

SET THE STAGE: 12 SIMPLE STEPS

Staging your home systematically allows you to plan and prepare your home for sale. We suggest home staging be conducted room by room and that you do not stage the entire house at once. Follow these 12 steps in each room and you will be done before you know it

1 ASSESS THE ROOM. Make note of the rooms' function and if it could work as anything else. Take inventory. What would you notice if you were a potential buyer?

2 PICK A FOCAL POINT FOR EACH ROOM. Select one asset that highlights the room's attributes, Start with that point and work to draw attention to it.

3 REMOVE CLUTTER. Knickknacks and mementos make a home comfortable and lived in, but to sell a house, it is better to remove most personal items. Buyers will feel more like they are shopping and less like they are intruding.

De-cluttering Action Plan

- a.** Schedule time, a specific week night, to de-clutter. This keeps you on schedule to put your home on the market.
- b.** Tackle one room at a time. Start at one point in the room, a closet or cabinet, and work from there. Work from small spaces to larger spaces. Start with drawers and move onto cabinets and then closets.
- c.** Box up all daily non-essentials including your closet clutter. Ask yourself: What can I live without while my house is for sale?

SET THE STAGE: 12 SIMPLE STEPS

4 DEPERSONALIZE. Remove personal collections and pictures. Your goal is to make your property appeal to the largest.

5 RENEW, REPAIR OR REPLACE. Now is the time to repair and replace all those little items you could live with but that may make a potential buyer wonder “what else is wrong.” Before undertaking major repairs or renovations, check in with your agent.

6 REARRANGE FURNITURE.
Showcase spaciousness by minimizing furniture in dining rooms, bedrooms and living rooms. The pieces you remove could go into storage or be repurposed in other rooms.

7 RE-ACCESSORIZE. Highlight the focal point of each room. To do this you may want to go back to boxes of items you removed from other rooms. Is there anything that you can use that will coordinate well with your plan for this room?

8 FINE-TUNE YOUR WORK. Make sure all details are exactly as you want them. Walk through each room and make sure your attention goes to the desired focal point. Do this exercise with a friend or neighbor and ask them to identify the room's focal point. If the focal point is still not clear, then revisit steps one through seven.

9 CLEAN, CLEAN, CLEAN. Cleanliness leads to sales. Straighten up closets, clean inside kitchen and medicine cabinets, Dust and polish dishes in the china cabinets. Generally assume potential buyers will examine every nook and cranny of your house.

SET THE STAGE: 12 SIMPLE STEPS

10 ADD LIFE. Use potted plants, a bowl of fruit, natural lighting, or anything else that brings the outside in to create a warm environment.

11 PREPARE TO SHOW. Get in a routine of showing your home. A checklist of showing instructions has been provided on page 21. These are things that help present your house at the best.

12 ASK FOR HELP. You are not selling your home alone. Your agent has many resources to help, from storage facilities to discounts on repair supplies. As you prepare your home for sale, ask before you act.



STAGING: TIPS & IDEAS



As you prepare your property for sale, here are some helpful tips to keep in mind.

LESS IS MORE

- Remove any items that are personal, including diplomas, family photos and religious symbols.
- De-clutter every room in the house including garage and closets. If necessary put furniture, books and boxes in storage while your property is on the market.

ATMOSPHERE

- Create an impression and guide your potential buyer through a room by staging items in groups of three, with a high, medium and a low level.
- Hang pictures and artwork at about 60 inches high. This is the average height of a woman's eye line.
- A casual throw can balance out a living space and prevents it from feeling stark or cold.
- Arrange new, unlit candles in a room to create a relaxed feel.

STAGING: TIPS & IDEAS

FURNITURE

- Group furniture away from walls to create a relaxed feel.
- Arrange furniture to emphasize the room and not the furniture.
- Consider placing bold or dramatic furniture in storage.

PAINT

- Paint is low cost of investment with a high rate of return.
- Keep the color palette neutral and subdued.
- Paint wood paneling to create a more contemporary appearance.

LIGHT

- Add as much light to your house as you can – preferably natural light. Place a small reading lamp behind a chair in a corner to create a cozy feel.
- Mirrors give the illusion of light because they reflect it. They open up a room, virtually doubling it in size. Place a mirror on a wall opposite a set of windows and suddenly you have tons of natural light.
- Brighten up your home by taking down dark or heavy draperies and replacing them with covering that allow light to filter through.

HOME STAGING: HOW TO



Home staging begins with identifying what you want the buyer to focus on and creating a plan to do just that. The first in that plan is not to add more to the space, but to clean and de-clutter and then to highlight the focal point.

**Every room needs its own plan
and so does the property exterior.**

CURB APPEAL:

Make your property look good from the outside in.

First impressions create lasting impressions, and that starts outside the house. Give your property the curb appeal that invites buyers to take the next step into your home.

HOME STAGING: HOW TO

LANDSCAPING

CLEAN

- Prune bushes, trees and shrubs regularly.
- Keep the lawn looking fresh and groomed by mowing, edging and adding seed as needed.
- Weed and maintain flowerbeds, lawn and planters.
- Check your mailbox for chipped paint, dents etc. If it is in poor condition consider replacing.

TIPS

- Create a focal point in the yard to provide a sense of order and unity.

Add a bench to incurve areas of the yard.

Add a tree, water feature or decorative bricks to enhance flower beds.

A spectacular view needs no enhancement.

- Lay fresh mulch in flower and tree beds.
- Look good at night by adding lighting on walkways or place lights beneath a tree and shine them upward. Keep all existing lights in working condition and remove cobwebs, dirt, etc.

THE EXTERIOR OF THE HOUSE

CLEAN

- Clear obstructions from roof and gutters.
- Inspect the yard. Remove any building material, scratched wood and/or discarded household items
- Inspect the condition of the paint or siding and consider power washing.

- Use touch-up paint in those areas that need it.

- Wash all windows and remove screens.
Paint fencing

TIPS

- Ensure your house number is visible from the street.

HOME STAGING: HOW TO

THE DRIVEWAY/GARAGE DOORS

CLEAN

- Fix pavements/driveway cracks.
- Remove visible oil stains.

TIPS

- Keep car(s) off the driveway and away from the front of the house.
- Garage doors should be kept down as much as possible while the house is for sale and especially during an Open House or when the house is being shown.

THE ENTRYWAY

CLEAN

- Keep your entryway swept and clean. Clean lighting fixtures.
- Touch up paint or wood staining on front door.
- Keep welcome mat clean and in good condition.
- Polish exterior metal, including door handles, knockers and locks. If necessary, replace door hardware to create a uniform and update look.
- Make sure doorbell and exterior lights are working.
- Put away all toys, bikes, scooters, etc.

TIPS

- Create a focal point at your entryway that creates a sense of warmth and invitation.
- Hang a seasonal wreath on the front door.
- If space permits, add a rocking chair or bench to the front porch or entryway.
- Use large planters filled with flowers or evergreens to welcome visitors.

HOME STAGING: HOW TO

CURB APPEAL:

Getting potential buyers in the door is no small feat. Keeping them interested throughout the house takes planning and preparation. Take the following steps to give each room in your home the greatest appeal to buyers.

FOYER

Create a welcoming environment that looks inviting and spotless clean. You want the impact to be impressive and this is the place to make a statement. Remember our goal is to make the buyer feel they are being led effortlessly through the rest of the house.

CLEAN

- Repaint, if necessary.
- Clean interior entry of all clutter.
- Clear and clean out hall closet.

TIPS

- Repaint, if necessary.
- Clean interior entry of all clutter.
- Clear and clean out hall closet.

HOME STAGING: HOW TO

MAIN LIVING AREA: LIVING ROOM/FAMILY ROOM/REC ROOM

For most homeowners the main living areas serve two purposes: entertaining and spending time with family. To help convey dual functions, strive to create an inviting feel and welcome visitors to come and sit comfortably.

CLEAN

- Repaint or touch up walls and ceiling.
- Clean fireplace, mantel, and shelving.
- Do not overload mantel with knickknacks.
- Remove family portraits and photos.
- Shampoo carpets and/or clean wood floors. If possible have the carpets professionally cleaned.
- Replace or cover worn furniture.
- Clear all of coffee tables to just two or three magazines and one nice vase. Magazines suggest leisure, but choose ones that are not too personal or controversial.

TIPS

- If you have a picture window with a spectacular view, or a fireplace, make it the focal point of the room.
- Rearrange furniture to showcase the room's best feature and create additional space.
- Use lamps to create light in darker corners of the room.
- Place furniture away from windows to let natural light in.

HOME STAGING: HOW TO

KITCHEN

Kitchens are an important factor in the value of a home, so making the most of your kitchen is a good investment of time. The secret to kitchen staging is cleanliness. The cleaner and brighter the kitchen, the greater the appeal will be.

CLEAN

- Repaint walls.
- Clean and polish everything.
- Clean the inside of refrigerators, ovens, and dishwashers – yes, people do look.
- Clean tile grout with bleach
- Make faucets and fixtures sparkle.
- Keep the sink empty and clean on a daily basis.
- Put away pet food/water bowls when not in use.
- Keep all soaps, towels, sponges and cleaning products under the sink in a bucket.
- Empty the garbage regularly to prevent odors.
- Remove magnets, photos, etc., from the front of your refrigerator.
- Create more counter space by storing appliances in the cabinets.
- Spend some extra time de-cluttering. Kitchens are notorious for being full of clutter. So when you stage this area of your house, be ruthless about removing unnecessary items.

TIPS

- Place an open cookbook next to fresh herbs to show that the kitchen is the heart of your home.
- Turn the lights on and open curtains. If you have dark areas in your kitchen, you might even consider adding supplemental lighting, such as recessed lighting around the edges.

HOME STAGING: HOW TO

DINING ROOM

Kitchens are an important factor in the value of a home, so making the most of your kitchen is a good investment of time. The secret to kitchen staging is cleanliness. The cleaner and brighter the kitchen, the greater the appeal will be.

CLEAN

- Repaint walls if needed.
- Clean the light fixture.

TIPS

- Remove tablecloth from table.
- Remove extra leaf from table to make the room appear larger.
- Four chairs are all you need. Additional chairs can be put in storage.
- Set your dining room with just plates and glasses, allowing the potential buyers to envision cozy dinners with their loved ones.
- Add fresh fruit as a decorative touch.

HOME OFFICE

Today, lots of people are working from home or at least want a dedicated space. A home office is a big asset to a home on the market. However, if your home office isn't staged properly, it can have the opposite effect on buyers.

If you don't have a home office, it could be the perfect solution for an extra space in your home, such as a loft or a room without a closet (which can't be defined as a bedroom). It's easy to set up a home office for the purpose of staging.

CLEAN

- Repaint walls if needed.
- Clean the light fixture.

TIPS

- Remove all furniture but the essentials.
- De-clutter and de-personalize.
- Set up an organized workspace.
- Keep it neutral
- Accessorize: A few pieces of décor help make a space feel warmer and more inviting. Hang some artwork on the walls, bring in a plant, and hang some curtains to soften the window. These small touches go a long way in making buyers feel more at home.

HOME STAGING: HOW TO

BEDROOM(S)

Bedrooms should convey a sense of comfort and space. Cleaning and de-cluttering is a fairly easy way to create a bedroom with buyer appeal.

CLEAN

- Repaint walls, if necessary. Use neutral colors.
- Make beds every day.
- Remove all personal mementos.
- Remove off-season clothes to create more room in closets.
- Only use white hangers
- Clear off bedside table except for a small lamp and one book.
- Keep closet door closed. People will open them, so make sure closets are clean and well-organized.
- In children's rooms, consolidate toys to only those needed.
- Create more space by removing all but essential furniture: bed, nightstand and dresser.

TIPS

- Consider investing in new bedding to create a feeling of comfort.

BATHROOM(S)

Bathrooms, like kitchens, are crucial to the value of a property. The goal in preparation for the bathroom is to create a clean, bright and comfortable environment.

CLEAN

- Repaint walls, if needed. Consider removing any wallpaper.
- Clean tile and grout; and re-grout if necessary.
- Reduce toiletries to a decorative three and place them on a tray or in a basket.
- Switch hand soap to liquid soap.
- Clean or replace shower curtain. Select a solid colored shower curtain and not one with a pattern. Curtain should be drawn at all times.
- Keep shampoos and shower accessories to a minimum.
- Remove toilet seat covers, trash cans and throw rugs.

TIPS

- Consider upgrading bathroom fixtures.
- Keep toilet lid down at all times.
- Strategically place river rocks or candles in the bathroom to give it an airy, spa-like feel..
- Coordinate towels, two colors at the most. White is often perfect.

HOME STAGING: HOW TO

BASEMENT

Houses with basements have the opportunity to show space that can be used for storage, additional living space, or both.

CLEAN

- Paint walls, as needed.
- Be aware of smells, and use room deodorants and disinfectant sprays to alleviate odors.
- Repair any cracks in the ceiling or walls.
- Clear any drains.
- Organize storage items in bins or boxes.
- Replace light bulbs and/or add lighting if needed.

TIPS

- Use a throw rug and couch to create a living space.
- If space permits, add a craft table or workbench and tools.

GARAGE - INTERIOR

There is a good chance that your garage will become your storage space while your home is on the market. Keep in mind however that potential buyers will still want to see it.

CLEAN

- Touch up paint in finished garages.
- Keep the garage as neat as possible and create as much space as possible by grouping like items together and utilizing shelving/storage units.
- Remove oil stains from the floor of the garage.
- Clean and replace light fixtures.
- Organize storage items in bins or boxes.
- Replace light bulbs and/or add lighting if needed.

TIPS

- Place a welcome mat or throw rug in front of the doors leading into the house or out to the yard.



“YOUR INVESTMENT
IN STAGING IS ALWAYS
LESS THAN A
PRICE REDUCTION.”

Barb Schwarz, The Creator of Home Staging

IT'S SHOWTIME!

THE FINAL PREPARATION IS TO HAVE A GAME PLAN EVERY TIME THE PROPERTY IS BEING SHOWN – FROM OPEN HOUSES TO PRIVATE SHOWINGS.



IT'S SHOWTIME!

CLEAN

- Put away pet food bowls.
- Clear the kitchen sink.
- Pick up all children toys.
- Close garage door.

TIPS

- Open shades and curtains.
- Turn on every light in the house.

ATMOSPHERE

- Play only soft music on stereo/radio.
- Make sure the house smells fresh, switch on the fireplace, add fresh flowers, etc.
- Set dining room table with just plates and glasses.
- Set the thermostat to a comfortable temperature.

SHARE INFORMATION

Display house and community information prominently.

- Paid utility bills.
- Current property tax receipt.
- Real estate listing sheet/brochure.
- Floor plan (if available).
- List of upgrades you have put into the house (with dates if available).
- Map and/or list of community features and points of interest,
- Warranty information on appliances

HELPFUL TOOLS SHOPPING LIST

Use the following list as a guide when shopping for your home staging needs.

EXTERIOR	HARDWARE	PLANTS/GARDENING
HEDGE TRIMMERS	LIGHT BULBS	MULCH
LAWNMOWER	CABINETS	FRESH FLOWERS (INDOOR/OUTDOOR)
CAULKING	FAUCETS	PLANTS (INDOOR/OUTDOOR)
POWER WASHER	LIGHT SWITCH COVERS	GRASS FEED
DECK STAIN	INTERIOR PAINT	
EXTERIOR PAINT	PAINT BRUSHES	

SHOPPING LIST

FURNISHING	CLEANING SUPPLIES	MISCELLANEOUS
CANDLES	ALL-PURPOSE CLEANER	
NEWS BEDSPREADS	WINDOW CLEANER	
RAFFIA	DEGREASER	
THROW PILLOWS	FURNITURE POLISH	
THROW BLANKETS	ROOM DEODORIZER	
SHOWER CURTAIN	SPONGES	
NEUTRAL ARTWORK	DUST CLOTHS	
CLOSET ORGANIZERS	MOP/BROOM/BUCKET	
HANGERS	FLOOR/CARPET CLEANER	
VASES	OVEN CLEANER	
TOILET SEAT		

STAGING BUDGET WORKSHEET

IMPROVEMENT/REPAIR	TIME LINE FOR COMPLETION	ESTIMATED COST	ACTUAL COST
Tools: (For needed repairs if applicable)			
Subtotal			
Cleaning Supplies/Services			
Subtotal			
Paint Supplies:			
Subtotal			

STAGING BUDGET WORKSHEET

IMPROVEMENT/REPAIR	TIME LINE FOR COMPLETION	ESTIMATED COST	ACTUAL COST
Curb appeal			
Subtotal			
Exterior:			
Subtotal			
Garage/Storage			
Subtotal			

STAGING BUDGET WORKSHEET

IMPROVEMENT/REPAIR	TIME LINE FOR COMPLETION	ESTIMATED COST	ACTUAL COST
Accessories:			
Subtotal			

Miscellaneous:			
Subtotal			

Open House Expenses:			
Subtotal			

NOTES:

QUESTIONS?

IF AT ANY TIME DURING
YOUR STAGING PROCESS,
YOU HAVE ANY QUESTIONS,
DON'T HESITATE TO CONTACT
ME FOR MORE INFORMATION.

CONTACT



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