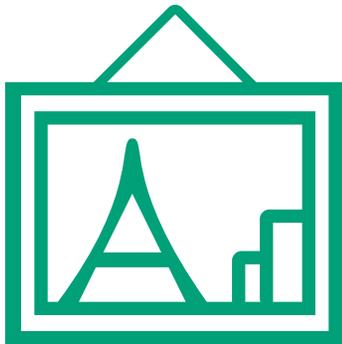




Home staging:
Spend less time on the market



Before you list your house for sale, consider a surefire way to sell your house: professional home staging. Home staging benefits include less time on the market and higher offers. If you want to sell your house quickly, think about a well thought out home staging strategy.

Home staging is part of preparing your home for sale. Staging concentrates energy on your home's presentation to buyers while showing off the features of your home with thoughtfully placed furniture and photos so that your home feels bigger and buyers can imagine living in your home.

Vacant homes spend more days on the market. As a real estate professional, I can give you home staging tips so that your home sells quickly. Together, we'll work to get a premium bid for your home's sale.

See less time on market by using the following home staging tips ▶

“Curb appeal can increase the value of a home by 4 to 5 percent.

Homes with poor curb appeal in neighborhoods with excellent landscaping sold for 8 to 10 percent less than the market rate.”
– Realtor.com

Curb appeal

Curb appeal is your best chance to make a great first impression on buyers from a street perspective. The pluses and minuses that jump out at buyers shape their first thoughts about your house and how you perform home’s regular maintenance. Acknowledging this helps us to choose what measures we can take to draw buyers from the street and into your house. If your house isn’t pretty on the outside with refreshed paint and colorful garden plants it’s time to get those things done.



WELCOME

Welcome home

Could a buyer picture themselves hanging out in your living room, unwinding in your spa tub or getting work done in your home office? I want your house to welcome buyers and offer them a sense of easy living. I'll help you achieve this by recommending small improvements that enhance your house's features. I'll tell you reduce the effect of anything that gives the impression of clutter. Counter tops should be cleared off. Knickknacks, sentimental items, family photos, and kids' works of art should get moved out of sight. I can help you de-clutter your house. Disheveled or dirty areas make your home look smaller and buyers have a more difficult time imagining themselves calling your property "home".

I know instantly where a room's best characteristics are and how to show them off. I'll note the pieces of furniture that should be removed, rooms that need new paint, carpet needing to get changed, fixtures that could use shining, and any other improvement that can inexpensively be made to positively affect the sale.

I'll make sure your home has mass appeal and that it's comfortable, steering clear of "loud" or "too-bright" shades on the walls and furniture. And if the house is vacant, you can think about renting furniture. You want your house to look lived in as opposed to bare.



Setting the stage

In the short time that your house will be on the market, we want to capture buyers' attention. To counteract darkness is critical and we'll open curtains, and reduce shadows where needed to show off your home. Together we'll enhance the air of the house with enjoyable music playing softly and assure a nice aroma flows throughout your house. We'll add cozy-looking blankets, and throw pillows on your chairs and bed. Buyers should feel like your current home is their future home.

Staging your home check-list

There are several steps to be taken to ensure your home is in the best possible shape to be shown to potential buyers. Here is a list to help you stay on top of things.

Clutter

- Clear counter tops
- Remove unnecessary furniture
- Remove everything from the refrigerator doors

Bathrooms

- Clean and clear all surfaces
- Ensure shower curtains and doors are hung properly
- Clean floors
- Neatly hang and straighten towels

Walls

- Remove dirt and visible marks
- Patch holes
- Remove unnecessary colors and objects

Windows and window treatments

- Clean all windows
- Clean and remove all wrinkles from draperies and blinds

Floors

- Clean and remove all noticeable stains from carpet and hard surface floors

Pets

- Remove kitty litter, pet food, pet toys, and pet beds.

Smells

- Air out the home prior to showings
- Use any necessary air fresheners well before showings as a consideration to those with allergies

Mood

- Open draperies and blinds
- Turn on radio to a classical music station with the volume set on low
- Bake a batch of cookies for a warm, welcoming aroma