



## QUICK TIPS FOR STAGING YOUR HOME

When you decide to place your home on the market for sale, it becomes a product and, just like in the supermarket, product placement and presentation are essential to ensure a speedy and profitable sale. There is a lot of competition in the real estate marketplace and we want to position your house to rise above and show better than its competition.

You need to stand back and look at your house “through a buyer’s eyes,” as though you’ve never seen it before. This will help you see what needs to be done to prepare your home for sale. Buying a home is often times a very emotional decision. It is important that potential buyers are able to emotionally attach and mentally move-in to a home...they need to envision themselves living there. Here are some quick tips for creating that warm and inviting environment that will help your home sell fast and for top dollar:

- ✓ We recommend that your home be professionally cleaned. It must be “q-tip clean” from top to bottom – this includes carpets, windows, nooks and crannies.
- ✓ Buyers will look inside closets and cabinets – make sure they are somewhat sparse. This will help emphasize the ample storage space in your home.
- ✓ Reduce clutter and eliminate personal photos and collections.
- ✓ Make sure all light fixtures are clean and have working bulbs.
- ✓ Arrange furniture in such a way that clear walking paths are created. You may have to store some furniture while the house is on the market.
- ✓ In the kitchen, eliminate any unnecessary items from the counters. Clean off the refrigerator. Eliminate clutter in the cabinets and pantry. Clean around the sink and faucet with a toothbrush.
- ✓ In the bathroom, remove unnecessary items from the countertops and shower/tub areas. Remove toilet lid covers and throw rugs. Clean under the cabinets. Hang new, fluffy towels in one or two colors only.
- ✓ Make sure artwork and pictures are hung at the right level – they should be at the average height woman’s eye level. You will most likely need to reduce the amount of artwork.
- ✓ Outside – make sure your yard, porch, and patio areas are neat, clean, and free of debris. Add some colorful flowers to pots. Make sure trees and shrubs are neatly trimmed and do not hang over walkways.

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*The sooner we Stage, the faster you'll sell!*