

STAGING TIPS

1 STAGE WHERE IT COUNTS

Not all rooms are considered equal when it comes to home staging. You want to focus your efforts on the rooms that have the biggest potential to influence buyers' decisions, and spend less time on the rooms that won't make much of a difference.

2 DE-PERSONALIZE & DE-CLUTTER

One of the primary objectives of home staging is to help prospective buyers visualize the space as their own. The fastest way to accomplish this is to set as blank of a canvas as you can. You want the home to have style and charm, but it should be devoid of personal touches that suggest this home belongs to the seller, not the buyer.

Clutter takes up space, and space is what sells. Make your home look bigger and more desirable by editing down to just the basics.

3 CLEAN LIKE YOU'VE NEVER CLEANED BEFORE

Deep clean from the top down. You want every square inch to shine, from the corners of the ceilings down to the baseboards and everywhere in between. A squeaky clean home suggests to buyers that the current property was well taken care of, a notion that extends beyond the kitchen counter tops to the entire house.

4 PATCH/REPAIR

Home staging is a good time to tackle the tiny nicks, scratches, holes, and other impurities that signal neglect to buyers. Start with a melamine foam eraser pad and go room to room removing any scuffs from walls. Keep an eye out for any areas that could use a little TLC, then spackle and caulk as necessary. You may need to do some paint touch ups too.



5 LET THE LIGHT SHINE

Brighten up by letting as much light shine in the house as possible. Open the blinds on all of the windows, which in addition to letting in more light, will also make rooms seem bigger.

Turn on all the lights in your house for showings, including lamps and closet lights. This will help make your home more welcoming and also saves buyers from having to stumble around figuring out which switches turn on which lights.

6 MAKE THE FIRST IMPRESSION COUNT

The first thing a buyer is going to see when they walk up to your house is the front entrance, so you want it to make a strong positive impression. Remove any sort of seasonal decorations, which can date a house in both pictures and during viewings. Keep the space simple but welcoming to start buyers off on the right foot and suggest good things to come inside.

