

Benefits of Staging

Staged Homes:

- Sell 2 – 3 times faster
- Sell for 3 – 10% more money
- Look better in photos & marketing promotions
- Attract more buyers and more offers
- Minimizes buyers bargaining on the asking price
- Shows your commitment to selling
- Prepares you for packing & moving to your new location
- Assures that you've secured the best possible deal

Remarkable Results:

- In controlled tests selling identical homes professionally staged vs not staged, the *unstaged houses sold in 102 days*, the *staged houses sold in 45 days* (RealEstateStagingAssociation.com)
- A staged home will sell on average *17% higher* than an unstaged home (US Housing and Urban Development)
- Sellers who spent *\$500 on staging recovered over 343%* of the cost when they sold their home (homegain.com)
- The *1st wave* of prospective buyers are the best candidates to buy a home which is why you want to optimize the appearance of yours
- Staging costs on average, *less than .05% of the selling price* of your home (based on a \$500K home)
- The cost for staging is *dramatically less than your first price reduction* which is typically \$20K or more.

Consider Some of These Staging Techniques:

- **Basement** – clean any signs of mold or mildew, remove signs of insects, clean furnaces, hot water heaters, and other appliances so they appear as new as possible, fix blocked drains, repair cracks in foundation, floors and ceiling, remove wallpaper
- **Bathroom** – Eliminate any rust from shower and sink, apply a fresh coat of grout, clean, display fresh flowers, remove wallpaper, change/fix faucets & fixtures if outdated, worn or chipped
- **Bedroom** – Decorate the bed to display a plush and luxurious look. Display bed linens turned down neatly to present lifestyle, choose a monochromatic color scheme to evoke serenity, add neutral pillows to add warmth, make the room immaculate, repair nail holes, cracks and stains, repaint walls, fix doors and windows, professionally clean carpets
- **Closets** – Hang clothes on wooden hangers with all items facing the same direction, fold all items neatly and uniformly, coordinate linens by color, keep clean, repaint, fix/replace any broken hardware, install a closet organizer

- **Exterior** – Remove any forgotten seasonal items, put away all tools, change/fix hardware in fence door/gate, fix walkway and patio stones, clean/stain/seal wood decking, fix/paint broken fences, update doorbells/knockers/numbers/kick plate/trim, mow lawn, remove dying plants, put down fresh mulch, trim trees and bushes, use fertilizer and weed killer, sweep driveways, decks, walkways, porches, clean out gutters, replace light bulbs, paint exterior, plant flowers, plants, trees, clear snow if winter
- **Dining Room** – Rotate any rectangular or square tables so they are at an angle from the wall to make the room feel more spacious and maximize traffic flow, display fresh flowers, keep wall hangings at eye level, open window treatments, remove wallpaper, repair holes in walls, resurface wood floors if worn
- **Family or Great Room** – Clean fireplace, play soft music, arrange a limited number of neutral pillows to add a warm look and feel to the room
- **Front Entrance** – Ensure that furniture does not hinder traffic flow, hang coats on similar hangers arranged in the same direction and hide small items in baskets, remove all odors
- **Garage** – Store garbage neatly and remove odors, arrange items neatly on shelves in containers for neat appearance, remove spider webs, properly store chemicals, keep garage door down, ensure garage door opener works
- **Hallways & Stairways** – Ensure nothing prevents easy passage
- **Kitchen** – Ensure that every appliance sparkles, renew wood surfaces, clean backsplash, eliminate all odors, display fresh flowers on take and bowl of fruit on counter, open drapes, fix leaky faucets, replace dated countertops, clean range hood
- **Laundry Room** – Light area well, keep workspace clear of any clutter, clothes, and/or garbage, clean, fix broken appliances
- **Living Room** – Arrange all electronics, keep wall hangings at eye level, open window treatments, play soft music, dust and clean all surfaces, add neutral pillows to add warm look and feel
- **Office** – Arrange electronics, clean thoroughly, keep computer turned off at all showings, ensure personal information is stored away
- **Rec/Games Room** – Arrange furnishing to display a lifestyle of fun and leisure, open all window treatments, clean

DECLUTTER – STAGE - SELL

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