



SELLER'S GUIDE: EASY AND SIMPLE HOME STAGING TIPS TO SELL YOUR HOME



Staging a home is one of the best ways to sell it fast and attract top dollar. Staged homes reportedly sell up to 73% faster than ones that aren't, and 70% of real estate agents state that staged homes sell for anywhere from 1% to 10% more.

As a real estate agent, I can't emphasize the importance of staging enough. It's an integral part of effectively marketing a home, showing prospective buyers that it's well cared for and ensuring top-notch photos for MLS listings.



PRIMARY GOALS OF STAGING A HOME

Some of the top goals of staging a home include the following:

- **Appeal to a Likely Buyer** – Staging isn't about making your home appealing to everyone; it's about making it irresistible to someone who's most likely to buy it. If your home is in a great school district, for instance, it should be staged to appeal to families with school-age kids.
- **Accentuate the Positive** – When done properly, staging allows you to shine a spotlight on the positive aspects of your home while "throwing shade" on the less compelling ones. Highlight that stunning kitchen island by clearing it of clutter to accentuate the benefits of your kitchen. On the flip side, make tiny closets appear larger by emptying them as much as possible.
- **Brighten Things Up** – Effective staging means making the most of natural light and using lamps and other lighting as needed to banish dark, foreboding nooks and crannies. Sprinkle in a few well-placed mirrors to lighten things up and create the illusion of more space.
- **Define Each Room** – During the staging process, define every room's purpose, and use furniture to spell it out clearly to potential buyers. If your dining room is currently a workout room, for instance, clear away the equipment and replace it with a simple dining room table.
- **Depersonalize** – One of the top goals of staging a home for sale is depersonalizing it so prospective buyers can picture themselves and their families living there. Ideally, it should look and feel almost as if no one is living there currently. Besides removing family photos and hobby-related knickknacks, move personal items – especially toiletries – out of sight.



TOP HOME STAGING TIPS

No seller's guide would be complete without a rundown of the most important home staging tips, so keep these in mind:

- **Clean and Declutter** – Empty your house of as many things as possible. This not only prepares it for sale, but it lets you move into your new place with less baggage. If necessary, rent a storage unit to store extra furniture and the like. Perform a deep-cleaning, making your house "broom clean" across every nook and cranny.
- **Take a Look with Fresh Eyes** – Having lived at your home for so long, you may easily overlook issues that could make your home less appealing to buyers. If possible, have a friend – or your real estate agent – walk through it. They are more likely to notice things like cobwebs in ceiling corners, frayed window screens, grubby baseboards and other areas that can easily be addressed.
- **Curb Appeal is a Must** – Place particular emphasis on the front of your home to make it more inviting and appealing. Prune trees and bushes, weed flower beds, put in fresh mulch and keep the lawn freshly cut. Add a few colorful potted plants, and apply fresh paint to the front door and mailbox. These small steps can help ensure a great first impression.
- **Focus on a Few Rooms** – You don't have to transform your entire home to stage it effectively. Instead, focus on the rooms that buyers are known to care about the most: the kitchen, the master bedroom and the living room.
- **Freshen Things Up** – Add some fresh flowers or plants to the home to liven it up and make it homier. Before showings, ensure that all trash bins are cleared out. Consider using a few scented plug-ins around the house. Just make sure to keep them on the lowest setting – less is more.
- **Neutralize Colors** – If any rooms in your home have unusual or particularly bold paint colors or wallpaper, swap them out for more neutral designs. Stick with taupe, gray and white so potential buyers can fill in the "blank canvas" with whatever they want. especially toiletries – out of sight.



MAKE STAGING A TOP PRIORITY WHEN SELLING YOUR HOME

Selling a home is a lot of work. Even if yours is in tip-top shape, staging it properly is a crucial part of marketing it effectively to the right people. As you can see, you don't have to devote huge amounts of time, money or effort to make it happen. Your efforts are sure to pay off when your home sells quickly and for top dollar!