

Top 10 Tips for Home Staging

The thought of staging a home to sell can be intimidating for sellers. Here's an infographic you can use with your seller clients to break that job down into manageable steps that make sense.



Stage for maximum impact.

Focus your efforts on rooms with the biggest potential to influence buyers: the living/family room, primary bedroom, and kitchen. Worry less about the rooms that have less influence: secondary bedrooms and bathrooms.



Depersonalize.

A blank canvas helps buyers envision the home as their own. Remove the seller's personal touches like personal photos, toiletry items, fridge decoration, and the like. While it may not be popular with sellers, depersonalization is huge for helping buyers better connect with the property.



Declutter.

Decluttering makes a home look more spacious, more welcoming, and more appealing to buyers. Edit the home by packing extra things up and getting them out of the house. This includes any out-of-season clothes, most decorative items, office papers and materials, and anything else that's not used every day – even in closets.



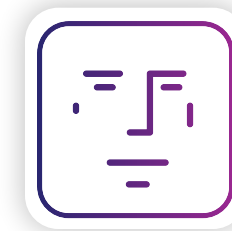
Deep clean.

Deep clean everywhere. A sparkling home sends a message to buyers that the owners took good care of the property. Think ceiling corners, baseboards, blinds, cabinets (inside and out), windows, and all the other areas that can easily be neglected.



Maximize curb appeal.

Buyers' first impression of the home when they pull into the driveway impacts whether they want to see the rest of the house or just drive away. Make a good impression by pressure washing everything, repainting the door, replacing old hardware, shaping up the landscaping, and adding a bit of seasonal decor. A new welcome mat is also a nice touch. Curb appeal sets the stage for what's to come once the buyers walk inside.



Go for neutral.

Homeowners often use color to express their personal style, but a property on the market needs to be more like Switzerland. Again, buyers want and need to be able to see themselves living in the home, and neutral walls go a long way in attracting the most buyers and higher offers. So, paint any bright walls in one neutral color.



Keep it fresh.

Nothing turns buyers off more than odors. The deep clean will help, but advise sellers to take out the trash before showings. A few small plug-in diffusers or open but unlit candles with a fresh, clean, subtle scent will be agreeable for buyers and a nice touch.



Let in the light.

Dark rooms are a turn-off. Instead, let the light in by opening the blinds or curtains on all of the windows. Before showings, turn on all the lights, including lamps and closet lights. The home will seem larger and be more welcoming to buyers.



Touch things up.

Tiny nicks, scratches, holes, and other imperfections may indicate neglect to buyers. A melamine foam eraser pad will take care of wall scuffs. For other areas, a bit of spackle or caulk may be necessary. Also, look for spots where chipped paint needs to be touched up.



Reconsider the furniture.

How much furniture does each room actually need? Buyers need to navigate the home as well as visualize their own possessions in each room. Move nonessential furnishings into storage, targeting oversized, or damaged, or mismatched pieces. Then rearrange the remaining pieces so that the room looks and feels as spacious as possible.