

GET THE MOST OUT OF YOUR SALE



STAGED HOMES SELL FOR MORE



PRESENTED BY REALTOR

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STAGING GUIDE PRESENTED BY



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The Importance of Staging

Statistics have always shown that a staged home not only sells faster, but generally sells for more. Staging a listing is a strategic marketing method to help buyers imagine themselves living in your home. It gives a visual for how each room can be emphasized for its best features and functionality. If you want your home to make the best impression on the market, staging is key.

83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

The Pros To Staging

- Staged homes have shown to get more out of the price in a shorter period of time.
- Staging a home allows buyers to see themselves living there, which increases their attraction to buy.
- Staging makes listing photos look beautiful and stand out online. Make the first impression the best impression when potential buyers see your home online.

LOW COST UPGRADES WITH A GREAT RETURN



REPAINT/CLEAN WALLS:

Replace bold old faded wall colors with soft neutral tones, such as beige or gray. Touch up kitchen baseboards, cabinets, trim, and molding.



LANDSCAPE:

Maintaining your landscaping is highly important for curb appeal. Remove weeds and dead plants. Have a freshly mowed lawn. Add some fresh flowers for color and life.



UPGRADE LIGHTING:

Lighten up any dark rooms by adding lamps and accent lighting if you can't use natural light. Be sure to swap old light bulbs around the new house with brighter LED bulbs.



REPLACE OUTDATED APPLIANCES:

Outdated appliances can make the home feel older and unappealing to buyers. Updating your old white appliances with stainless steel options can add a lot of value to your home.



UPDATE FLOORING:

Flooring is one of the features in a home that holds a lot of value. Update/get rid of old carpeting and get your wood floors polished and your tile floors cleaned, including the grout.

STAGING PROCESS

WHERE TO START:

Walk through every room of your home and take note of things that need to be updated or thrown out.

Be sure to declutter your space and get rid of things you no longer use or need. A yard sale or a storage unit may come in handy in this situation.

CLEANING IS ESSENTIAL:

Hiring a professional cleaning company to thoroughly clean the home is important.

Have your rugs and carpets steam cleaned or replaced.

Make repairs to any holes or cracks in the walls.

After wall repairs, paint your outdated/faded walls with a fresh coat of neutral paint.

Remove excess furniture that can get in the way of buyers walking through the home.

Declutter your closet space so you can showcase how much room there is for storage.

Declutter the rest of your home. Store away as many excess items as possible or host a yard sale to make some money.

Be sure to lock up/hide any valuable items in your home. Like any expensive jewelry or cash.

MAKE REPAIRS:

Walk through each room of your home and make any repairs and updates to anything that looks damaged or outdated.

STAGING TIPS

Interior staging tips:

- Depersonalize your home
- Remove excess furniture and décor
- Declutter and organize all spaces
- Deep-clean your entire home (it should be spotless!)
- Repaint bold or dark rooms with a warm neutral shade
- Make sure your home smells nice and fresh
- Apply a fresh coat of paint on walls, trims, and ceilings
- Steam clean carpets and refinish hardwood floors
- Make sure each room has a purpose (especially those spare rooms!)
- Do any minor upgrades and repairs (replace any cracked tiles, replace any outdated cupboard knobs)
- Replace any outdated flooring
- Organize and clean closets
- Show how the buyer could use any awkward areas in your home
- Add mirrors (especially in cramped spaces)
- Replace old and heavy window treatments
- Place crisp, white towels in your bathroom
- Upgrade rugs
- Organize bookcases
- Upgrade all bed covers
- Open up your blinds and window curtains to let natural light in
- Switch out any light bulbs that need to be replaced. Update old fixtures.
- Add fresh flowers and plants around the home to add a subtle scent and bring in life.



Exterior staging tips:

- Boost the curb appeal (trim the lawn and hedges, plant flowers, add fresh mulch)
- Clean the exterior of your home (including windows and siding)
- Apply a fresh coat of paint on your front door
- Clear your gutters
- Remove any lingering toys and pet accessories
- Consider replacing older house numbers with new ones
- Place a new welcome mat and hang a new wreath on your door
- Paint any faded window trims
- Install new outdoor light fixtures
- Apply a fresh coat of paint or stain on your wooden deck
- Create inviting outdoor living spaces

READY TO GET
YOUR HOME ON
THE MARKET?

LET'S GET STARTED

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