

Seller Staging Tips

Before the first time you ever show your house to a buyer, you will want to make sure it looks its very best. First impressions are the most lasting. Follow these general tips and your home will look better than the competition.

FOR THE INSIDE

Clear most all objects from the top of furniture throughout the house. Keep accessories and objects on the furniture restricted to groups of 1, 3, or 5 items. In general, a de-cluttered home helps the buyer mentally “move in” with their own things, and looks cleaner and larger. Rearrange or remove some of the furniture in the house, if necessary. Many times home owners have too much furniture in a room. When it comes to selling your home, thin out overcrowded rooms to make the rooms appear larger. Clear all unnecessary objects from the kitchen countertops. If it hasn't been used for three months...put it away! Clear refrigerator fronts of messages, magnets, pictures, etc. In the bathroom, remove any unnecessary items from the countertops, tub, shower stall, and commode top. Keep only the most necessary cosmetics, brushes, perfumes, etc., in one small group on the counter. Coordinate towels in one or two colors only.

Review the house interior, room by room, and...

1. Patch and Paint any room needing paint.
2. Clean carpet upholstered furniture and draperies that need it.
3. Clean all glass on windows and doors.
4. Pack up and store, paperwork, furniture clothes – not being used.
5. Clean out closets, If you need room to store extra possessions, get a storage unit.
5. Take down, reduce, or rearrange pictures and objects on walls.
6. Use vanilla or citrus scented air fresheners in moderation throughout the house.
Leave on certain lights during the day. During showings turn on ALL lights and lamps.
Set a background tune. Play light FM music every day in the house, for all viewings.

FOR THE OUTSIDE

Go around the perimeter of the house and move all garbage cans, brush, discarded wood scraps, extra building materials, etc., to the garage or, if applicable, take them to the dump. Check gutters and roof for dry rot and moss. Make sure they are swept and cleaned. Examine all landscaping and plants. Plants grow faster than we realise. Prune bushes and trees. Keep plants from blocking windows and looking unkept. Remove any dead plants, weed all planting areas, and put down fresh mulching material. Keep your lawn freshly cut, edged, and fertilized during the growing season. Clear patios or decks of all small items, such as planters, flower pots, charcoal, barbeques, toys, etc. Check the condition of the paint on your home, especially the trim and the front door. Paint any trim that may need it, and consider staining that deck.

IN GENERAL

Try to look at your house unemotionally and “through a buyer’s eyes,” as though you’ve never seen it before. This exercise will help you see what needs to be done. Any time and money invested on these items will usually bring you the return of more money and a quicker sale.