



Home Staging Strategies

Your Efforts Make A Difference!

Home marketing is a team effort. The amount of time and energy you contribute toward properly staging your home will directly impact both the sale price and the time it will take to find a buyer. Homebuyers look for reasons to eliminate homes and offer less than the listed price. You can disarm a buyer and make your home more attractive by addressing deferred maintenance and completing as many of the following home staging recommendations as possible.

Exterior

- Keep curbs, sidewalks, and gutters clean. Think first impressions!
- Keep your front porch tidy. Consider new porch light, kick panel, doormat, etc.
- Keep lawn mowed. Consider lawn treatment.
- Keep your yard and areas around your house free of litter and debris.
- Touch up peeling paint on the exterior.
- Clean any debris from exterior window or stairwells.
- Trim bushes, shrubs, and trees as needed.
- Clear vines or growth from around AC units and the foundation.
- Eliminate any earth to wood contact around your home. This invites termites.
- Pull weeds and add fresh mulch to all planting beds.
- Consider planting annuals or using potted plants to add color to your home.

Interior

- Clean house thoroughly, especially before open houses.
- Throw out or give away anything you can.
- Start packing. Rent a POD or storage space if necessary. You are moving!
- Remove all visual clutter.
- Clear counters. Find a place to store items you do not use regularly.
- Replace missing or burned out light bulbs – with higher watt bulbs where appropriate.
- Remove everything from your refrigerator (magnets, photos, calendars, etc.)
- Clean all windows inside and out.
- Secure valuables and prescription medications.
- Get rid of dead or dying plants.
- Pack away clothes to make closets appear larger.
- Re-caulk the bathtub or shower as needed (ever buyer looks at this).
- Arrange or remove furniture so people can walk easily through your home.
- Leave your thermostat set to a comfortable temperature for the season.
- Open blinds or drapes as much as possible to allow light into the home.
- Lights set mood. Leave as many on as possible while you are away.
- Leave soft music playing while away to enhance ambience. An FM radio will work.
- Eliminate odors! Fresh baked bread or cookies can add a nice touch.
- Have your HVAC system cleaned and serviced.
- Secure loose floorboards or railings to reduce liability.
- Leave toilet lids down.
- Empty all waste containers and wastebaskets.
- If you have pictures of landscaping in bloom, leave them out for buyers to see.
- If you have news or magazine articles featuring your home, leave them out too.
- Never volunteer information to prospects or agents in your home. Defer questions to us so we can provide appropriate information without revealing your motivation for selling.
- Allow every showing possible; buyers may not come back!



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Major Make-Overs Can Make Dollars And Sense

There are situations where you may need to go beyond simple de-cluttering and cleaning to attract a homebuyer. You may need to freshen dated décor, eliminate physical obsolescence, or deal with other major issues to make your home more attractive and competitive in the market. We will let you know when spending money on these strategies makes dollars and sense. Here are things that some of our clients have done to enhance the value and appeal of their home:

Exterior

- Install new roof on home, especially if there is hail damage.
- Repair cracked, rotted, or deteriorating exterior siding and trim.
- Pressure wash exterior.
- Repaint exterior if needed.
- Clean out gutters and downspouts.
- Repair or replace cracked or severely deteriorated concrete sidewalks or patios.
- Tuck point chimney and foundation where needed.
- Add dirt around foundation, extend downspouts, add splash blocks, etc. where needed.
- Replace rotted decking, steps, or railings.
- Replace cracked windowpanes.
- Repair or replace windows or patio doors that have failed thermo-seals.
- Seal driveway.
- Add landscaping.

Interior

- Strip dated wallpaper.
- Repair dings, cracks, etc. in drywall or plaster.
- Repaint rooms as needed to neutralize or update décor.
- Replace worn or dated floor coverings.
- Upgrade lighting.
- Install ceramic tile in kitchen or baths.
- Replace kitchen doorknobs or hardware.
- Install new kitchen counters.
- Upgrade appliances.
- Upgrade bath vanities and/or fixtures.
- Sand and refinish hardwood floors.
- Adjust doors that do not close or latch properly.
- Have an electrician evaluate system and make any necessary repairs.
- Have HVAC systems cleaned and serviced.
- Repair any plumbing leaks.
- Eliminate any mold or mildew as well as its cause.
- Test for radon and install abatement system if necessary.