



HOME STAGING GUIDE

1. Plan Ahead

- Walk through each room and criticize the home from a buyer's perspective.
- Ask a few local real estate professionals for their advice.
- Consider getting a professional home inspection to see if any repairs are needed.
- Hire a contractor to handle any major projects.
- Consider getting an appraisal to find out your current market value.
- Hold a yard sale. Sell, donate or trash anything you don't need.

2. Clean, Declutter and Depersonalize

- Thoroughly clean the entire home.
- Scrub tile in the kitchen and bathrooms.
- Clean hardwood floors.
- Steam clean carpets and drapes. Consider replacing carpet if stains are prominent.
- Get rid of all dust bunnies.
- Repair cracks and holes in the walls.
- Paint interior walls with neutral colors, like beige, cream or light pastels. Pale blues and greens are good for bathrooms.
- Remove excess and oversized furniture.
- Rearrange furniture to maximize space.
- Organize room closets and store out-of-season clothes.
- Remove all small appliances, toys, magazines and pet items.
- Remove family photos, personal collections and medications.
- Remove items from the garage and store them off site.
- Secure valuable items, including cash and jewelry.

3. Maximize Curb Appeal

- Paint the home's exterior, including trim, doors and shutters.
- Check front door, doorbell, address number and welcome mat.
- Power wash the siding and windows. Inspect the roof and make repairs as needed.
- Repair cracks in the driveway and sidewalks.
- Sweep the entryway and walkways.
- Mow, water and fertilize the lawn.
- Trim shrubs and trees and rake the leaves.
- Plant colorful flowers and shrubs.
- Store any toys or equipment lying on the yard.
- Clean up pet droppings.
- Clean the gutters and downspouts.

4. Pay Attention to Kitchens and Bathrooms

- Mop and wax/polish the floors.
- Clear the countertops.
- Replace outdated hardware.
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Replace old caulking around sinks and bathtubs.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids closed.
- Hang fresh towels.

5. Appeal to the Senses

- Bake cookies or burn scented candles.
- Offer light refreshments.
- Install higher wattage incandescent light bulbs to brighten rooms.
- Turn on all the lights.
- Open windows to let in fresh air.
- Open curtains or blinds to let in natural light and show off views.
- Turn off TVs.
- Relocate pets on the day of the open house.
- Refrain from smoking in the home.

6. Show Off Your Home's Best Features

- Remove rugs to show off hardwood floors.
- Pull back drapes to showcase nice views.
- Stage the front porch or deck with furniture and potted plants.
- Make sure fireplaces are in working condition.
- Clean the backyard and pool area.



CURB APPEAL



BEFORE PUTTING YOUR HOME ON THE MARKET CONSIDER... *Enhancing Your Home's Curb Appeal*

Yes, Buyers do judge a house by it's cover. First impressions are lasting and memorable. Enhancing your curb appeal will entice buyers to want to come inside. You may get a better appraisal value, it will help reduce repairs on home inspections, ensure safety for visitors, & it will make your home eligible for any loan condition requirements.

- While your home is listed or under contract, make sure to keep your yard maintained by regularly mowing & weed eating.
- Make your entry way inviting - add fresh paint to the front door, add a new welcoming door mat, clean storm door & glass, clean/replace door knobs & hardware, & clean or remove any outdoor furniture or cushions.
- Pressure Wash & Clean - Exterior siding, Driveway, Walk Way, Deck, Porches, Patios, garage doors, etc...
- Paint/ Refresh - Remove any chipping paint, Apply a fresh coat of paint to the doors, windows, crawlspace door, mailbox, eaves, and shutters.
- Clean & apply Sealer to any decks, concrete, & fences
- Landscaping - Remove all weeds from flowerbeds, trim bushes & trees, freshen up mulch/pine straw, plant colorful flowers, edge flower beds & walkways, remove/pot any plants that you want to take with you.
- Lighting - Clean exterior light fixtures, install light bulbs where needed.
- Clean/Repair - gutters & downspouts for proper drainage
- Firewood - move and store neatly away from the home
- Steps & Handrails - All porches/decks should have a handrail if it is more than 30" tall. Balusters should be no more than 4" apart for safety. Repair/Replace any broken steps or missing brick or mortar.



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