

## **How Home Staging Can Help Sell Your Home**

Home Staging should be done when you sell your home. Staging a home can bring you a much higher selling price and help you get offers on your home faster. A home staging professional can be hired to tour your home and direct you to make the changes that will increase your homes marketability. Make sure the stager you hire is accredited.

Staging a home is not redecorating it. Redecorating a home focuses on the seller and their personality. Staging focuses on the buyer. It provides the current home owner with the knowledge to rearrange the furnishings, pictures, accessories, etc. in the best possible manner to enhance the rooms function, appearance and balance.

The seller of a home has a strong emotional attachment and often times lacks the objectivity to know what's best to enhance their homes looks.

Real Estate agents will often hire a stager as part of the selling package because they may be uncomfortable disclosing to the seller that their home needs work and avoid upsetting them.

The main purpose of the staging professional is to help the buyer see themselves and their belongings fit into the home they are viewing. They do this by rearranging the home to appeal to a broad base of purchasers. Stagers can be expensive, so if you want to go it alone please follow the tips below.

The first and most important consideration to prepare your home for sale is to get rid of clutter. There should be NO clutter anywhere in your home. Go through each room and remove any clutter you see. Organize toys in decorative boxes that are hidden away in a storage room (perhaps a room for storage in the basement). You can always take them out again when you don't have any booked showings. Bookcases should be neat and attractive interspersed with a few ornaments. Closets should be cleaned out so that only clothes are visible. Remove storage at top and bottom of closets. Place clothes out of season in storage. In fact, place any clutter you have found in storage as well. You have to move anyway and you will have to pack less for later when you do move!

The foyer provides the buyer with the first impression. It should be clean, uncluttered, bright and inviting. If any rooms are dull brighten them up with higher wattage bulbs in lamps.

Remove personal photos from all rooms if possible and replace with prints or ornaments. You want the buyer to focus on your home, not your personal life. This can be distracting.

A fresh coat of paint is mandatory. Paint your home in a neutral colour (white or beige is best). You can add a splash of colour with colored accessories, pillows, throw rugs, candles, etc.

Bathrooms should be sparkling! Counters should be clear with no personal items visible. Tub tile grout should be clean and shower curtains and glass shower doors should be free of mildew. Hang fluffy, colorful towels on the towel rods.

Kitchens must be spotless. Remove all notes, magnets, etc. off the front of the fridge. Keep counter space clean and clear of all items. Clean out under sinks and organize the pantry. Paint outdated cupboards with a neutral colour and put new modern knobs on doors for a fresh look. Dishes on the floor for pet food should be eliminated during a showing.

Furnishings should be simple and minimal. Leave space between pieces and remove nick knacks. Your most attractive piece of furniture should be placed on the wall you see when you enter a room if possible. Tuck away Cd's, videos, etc. Hang pictures at eye level. Group accessories in odd numbers (one, three or five). Fireplace mantles should be depersonalized by removing pictures. A flower arrangement, mantle clock or piece of art would be appropriate here.

Garages, front and back yards should be cleaned as well. Plant flowers or shrubs in the yard for a welcoming effect. Prune any shrubs you may already have. Don't leave bikes or toys around the

yard. Clean the pool if you have one. The lawn should be cut and watered to give the home a well cared for look. A coat of paint on the outside of the house may also be in order.

If you can afford a stager it is well worth the money. If not, just make sure you clean and get rid of clutter! A spring cleaning will definitely pay off. This can not be stressed enough! A coat of paint will do wonders. Have lights on in every room (even during the day) and soft music playing before a showing. Spray a nice gentle room spray around the house to freshen it up. Be careful it is gentle or the buyer will think you are covering up something. All the best! Good Luck!

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