

STAGING TIPS TO HELP PREPARE YOUR HOUSE FOR SALE

Curb Appeal: The first impression when a buyer drives up to your home is critical! If you have great curb appeal, buyers will be excited to enter the home and see what it has to offer. If you don't, they most likely will drive on by. Make sure the landscaping is in good order. The entry should be clean and inviting. Put a fresh coat of paint on the door and polish all the hardware. Take a look at the porch lights as well, they usually need to be cleaned or replaced.

Get Packing: Let's face it – the majority of our homes are cluttered and lived in. But that's not the best way to showcase your home when you're selling your biggest asset! This is the time to start packing your important personal collections, reduce the number of books in your bookcase, remove excess knick knacks, etc. The goal is to reduce the distractions. You need to pack anyway so now is a good time to do it. Use boxes or baskets to store important papers, remote controls, and other items you need access to but don't want to see.

De-Personalize: The goal is to have potential buyers envision themselves living in your home, not feeling like a guest in your home. You don't want potential buyers spending too much time learning about who you are and not looking at what your home has to offer. That means your personal memorabilia needs to be packed away. The family photo gallery lining the hallway needs to be removed and packed up. Trophy collections, refrigerator art, personal items, and religious artifacts as well should be packed up a head of time.

Paint/Wallpaper: When in doubt, go neutral (a warm neutral shade, not white). Color can certainly make a room pop and can enhance a room but you have to be careful with color when your house is on the market. You may love colorful walls, but most likely a potential buyer will not have the same taste as you. This is especially true for wallpaper. As a general rule, REMOVE IT! If it seems like a lot of work for you to remove it, you can be sure the potential buyer is thinking the same thing. Wallpaper is very personal and while it may look lovely with your décor, chances are it's dated and won't look lovely with a potential buyer's décor.

Light and Bright: Many homes have overbearing, outdated window treatments and valances. Remove them and show off your windows; after all, that is what you're selling! Simple decorative side panels hung from a rod above the window frame is nice to soften the window and still allows maximum light to flow in. Natural light is important and makes rooms feel bright and open and that is at the top of most buyers' wish list, so open all the blinds. Make sure there is lighting in each room and that it's turned on, especially important if the room is lacking in natural light.

Furniture Arrangement/Editing: Now is a good time to give away or sell all the furniture and other items that you intend to get rid of before moving or move it to storage. The goal here is to ensure a positive "traffic flow." Buyers are looking for open, spacious rooms. Look for the focal point in each room and enhance it. It could be the fireplace or a beautiful bay window. You want to draw attention to those areas of each room.

Clean/Repair: Your home needs to be spotless. Hire a cleaning service if necessary. Don't forget to clean out the fireplace and have your windows washed and in good working order. Repair all items that are broken. Remember that long list of fix-it jobs you've been putting off? Well, now is the time to get it all done.

Scents: Every home has a smell and you want your house to smell fresh, clean, and free of pet or cooking odors. Offensive odors will have a lasting impression on potential buyers. If the weather is pleasant, open the windows to let in some fresh air. Be careful not to mask odors with strong room deodorizers as they can be offensive as well. If you're a smoker, don't smoke in the house while the house is on the market. Nothing is more of a turn off to non-smokers than smoke smell. And, if you have pets, most likely your house has pet odors that need to be addressed.

Flooring: Carpeting should be neutral, clean and in good condition. Have them professionally cleaned before your house is on the market. If you have beautiful hardwood floors, show them off and only use area rugs where necessary. If your hardwood floors are in poor condition, have them refinished. Buyers love hardwood floors!

Plants and Greenery: Live plants are a wonderful addition to the home's interior. They bring the outdoors in and add life and softness to a room. Use only plants that are well maintained and lush. A few strategically placed plants are preferred over a greenhouse look. A vase of fresh flowers is welcoming; just remember to remove/replace the flowers when they start to wilt. If you don't have a green thumb, fill in with silk greenery. Use quality silk greenery and floral only.

And finally, **Hire a Professional Home Stager** to insure your home is showing at its fullest potential!

Stage your home so potential buyers
want to **MOVE IN...** not move on!

JUDY HEINRICH HOME STAGING, LLC

Professional Home Staging

judy.heinrich@comcast.net

www.judyheinrich.com

804-271-2604