

Staging Your Home *to Sell*



1. Clean like you mean it!

Spring cleaning has nothing on you when you're getting ready for a showing! A clean home suggests to the Buyer that the current owner has taken good care of the property. If you don't have the time or have already moved, consider hiring a cleaning service. When your home is on the market, it's important to keep everything tidy and in "show ready" condition at all times as you never know when a potential Buyer may schedule a last minute tour.



2. Clear out the clutter.

Clutter takes up space and space is what sells. You want Buyers to focus on how great your space is, not how messy it looks. Banish that pile of shoes from the entry, that stack of mail on your dresser, and all the extra small countertop appliances from the kitchen, and other areas that collect clutter. By editing down to the basics, you will make your home look bigger.



3. Go neutral.

You may love a certain bold accent wall color but bold colors can distract from a room's assets. Repaint your rooms in neutral tones like tans, grays, and whites that allow Buyers to focus on the spaces themselves, not the color of the walls.



4. Give each room a purpose.

If you have a spare room that has been serving several purposes (or has been collecting extra stuff), now is the time to give it a purpose. Pick a use (office, guest room, crafts room) and stage the space to showcase that purpose.



5. Let there be light!

A home's lighting can make a big impact on a potential Buyer's first impression of the home. Brighten up your rooms by replacing the light bulbs with daylight bulbs, open up all the windows to let in natural light (make sure those windows are sparkling clean!), and add floor or table lamps to areas that are dim. A bright, cheery room looks bigger and more inviting.



6. Focus on fresh.

Track down any odors in your home and eliminate them. Adding in a scented plug-in or air freshener can help. Just don't overdo it. Scents can be overwhelming and that may turn off Buyers when they step in the house. The goal is a nice, neutral, and clean smell. Keeping a dryer sheet on a new air filter is a great way to do this too!



7. Get rid of personal items.

Buyers want to be able to see themselves in your home, so remove anything overly personal, like family photos, toys, kids' artwork, and personal collections. Don't overlook the bathroom – clear bathroom counters of personal items, like toothbrushes, other hygiene items, and makeup.



8. Organize your closets.

Storage space is a huge selling point. If your closets are stuffed to the brim, Buyers will think you don't have enough of it. Give your closet some breathing room by removing items you don't need immediately from your closet and store the rest in the garage, attic, or in a pod/storage. Then stage your closet with just the necessities.



9. Make an entrance.

If your home's curb appeal makes a great first impression, potential Buyers will want to see inside. Small fixes can make a huge difference. Plant some colorful flowers in your flower beds, fix any peeling paint, and keep the walkway clear. Adding a row of potted plants along the walkway or a cheerful wreath to your front door can make a big difference. Also, keep your shrubs trimmed and grass mowed the whole time your house is on the market.



10. Finish any projects.

Walk through your home as if it is the first time and make a list of all of the small projects that need finishing. Is there a cabinet that doesn't shut quite right? Are there scuffs that need to be removed from the wall? Paint that needs touching up? Keep an eye out for areas that could use some extra TLC, then repair as necessary. Not only does this make your place look nice, it shows potential Buyers that you've put effort into maintaining the property.