

# HOME STAGING

guide



A GUIDE FOR SELLERS TO STAGE THEIR HOME  
TO SELL QUICKLY & FOR TOP DOLLAR



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# The art of staging

## H O M E .

Our homes define us. Which is why we spend a lot of time and money to decorate and personalize them. Home is not just a space but a feeling. We are sure you have also spent a lot of time making this house a home.

Now that it is time to move on to a new home, you need to show buyers why they will love these spaces. It is very important to neutralize the space and show each room's size and potential.

Staging truly is an art and it pays to have a trained eye look through your home and know what lighting, paint, furnishings and arrangements will create a blank canvas for buyers to picture their most loved belongings in the space.

# The benefits of staging your home

## IT'S ALL IN THE NUMBERS

According to many statistics, a staged home will spend less time on the market and will sell for an average of 17% more than a non-staged home. Staged homes will also sell 73% faster, on average, than a home that has not been staged.

staged homes sell for

**17%**

more than homes without staging

Additionally, 25% of buyer's agents said that staging a home increased the sales price for homes between 1% and 5% HIGHER than unstaged homes. So for an average home in the US at \$350,000, you could be making an additional \$17,500!!!

staged homes increased  
sales price up to

**3-5%**

A staged home gives buyers a chance to see the potential of the space, without being distracted by the seller's personal style.

**83%**

buyer's agents said staging made it  
easier for their clients to visualize it  
as their home





## Declutter, Deep Clean, Depersonalize

### DECLUTTER

When you are selling a home you are selling SPACE!

Go through all rooms, spaces, and storage and get rid of as much as you can.

If you haven't used something in years, give it to someone who can. Put the remainder in storage and create open storage spaces.

THE GOAL is to overwhelm buyers with the simplicity of the space.

### DEEP CLEAN

Clean like you mean it! Think spring cleaning, on steroids.

Possible buyers will be looking at your home with a very detailed and critical eye. You don't want a dirty floor to give the impression that your home has not been cared for.

CLEAN EVERYTHING! Baseboards, walls, counters, ceiling fans, light fixtures.

Everything should be spotless. If there is wiggle room in your budget, this is a great place to use that money and hire a professional cleaner.

### DEPERSONALIZE

Home staging is different from interior design.

An interior designer's job is to decorate a home in accordance with the owners' tastes.

A home stager's job is to design a home with a look that is fresh and welcoming but that is not taste specific. People with different tastes all need to be able to visualize their belongings in your home.

# Updates to consider

Not all upgrades and renovations offer a great return on investment. If you plan on selling, you will want to get the biggest bang for your buck and choose renovations that make sense, cost-wise. Prioritize what items absolutely need to be done and focus on what can receive the most ROI for your sale.

## **REPAIRS**

If there are any minor repairs that need to be done to the home, now is the time to do those. Not only are minor repairs fairly inexpensive and quick to complete, they give a potential home buyer the idea that you have kept up with the home and take good care of it.

## **FLOORING**

If your home has worn or outdated floors, you run the risk of turning off potential buyers and leaving money on the table. Ideally, your floors will be sparkling and clean, but sometimes they are beyond repair. If this is the case it will benefit you to replace the flooring.

## **PAINT**

Painting the interior of a home can yield an increased value of 1-3%. Narrow down your color palette to beiges, whites, and grays to appeal to the biggest group of people. Neutrals are clean, soothing, and gender-neutral.

## **LIGHTING**

A quick and easy update is to replace any outdated light fixtures. Replace light bulbs with a higher wattage bulb - about 75 watts for every 50 square feet. It helps to have little touches of light throughout. Add lamps in any dark areas.

## **HARDWARE**

A modern and updated home catches a possible home buyers eye online, and its proven that these details speed up the sale of a home! If you have an older home, you can quickly and inexpensively update door handles, cabinet pulls, faucets, light switch and electrical plates, for an updated look.



# Curb appeal

## **BUYER PSYCHOLOGY**

Home buyers often drive by homes they see online before their agent makes an official viewing request. **FIRST IMPRESSIONS MATTER!** It is important that the exterior of your home looks attractive and gives the impression that the home has been well-loved and cared for.

## **PAINT**

Exterior paint can absolutely sell a house. Look at the biggest surfaces of your home (exterior walls and fences) and keep these things neutral in color. Keep in mind the exterior colors of homes around you, and try and blend well with those. You can add pops of color with plants, exterior furniture, and small accessories. Give the front door a fresh coat of paint.

## **CLEAN**

Take time in cleaning exterior windows and making sure they are crystal clean, Make sure, if you haven't painted the exterior, that it looks clean. Clear the yard of toys and gardening tools.

## **UPDATE**

Quick and easy updates for the exterior of your home include updating your lighting and door knobs, house numbers and mailboxes. Lay a fresh welcome mat down at the doorstep to welcome guests. A freshly potted plant is also a nice touch.

## **LANDSCAPING**

Be sure to pull weeds and lay fresh mulch in flower beds. Cut back overgrown trees and bushes. Keep lawn freshly trimmed.

# KITCHEN

A kitchen should be bright, clean, and fresh. You want buyers to only see a wide open space where the whole family can come together to enjoy a delicious meal.

## **CLEAR THE COUNTERS**

Clear most countertops and spaces, leaving just enough space for a FEW key appliances like a coffee maker and toaster. Everything else should be hidden away. Add a bowl of fresh fruit to add some color. You want buyers to focus on how much space is available.

## **CABINETS**

Check to be sure your cabinet fronts are in good shape. If they have been painted, do a quick fresh coat of paint. Ensure all cabinet pulls are secured, and if it is in the budget, consider updating cabinet pulls.

## **SMELLS**

Try to steer clear of cooking any foods that will leave a lingering smell. You will want to be sure that when a buyer walks in your home it is always smelling fresh and clean. However, don't over power the space with any strong scents or air fresheners.

# BATHROOM

- ❑ The goal is to make your bathrooms feel like soothing space. Consider doing these things:

**RE-GROUT & CAULK SHOWER AND BATHTUBS**

**WASH OR UPDATE TOWELS & SHOWER CURTAINS. WHITES ARE A GOOD CHOICE**

**KEEP ALL TOOTHBRUSHES, RAZORS AND OTHER PERSONAL ITEMS HIDDEN AWAY**

**CONSIDER PAINTING BATHROOMS A FRESH NEUTRAL COLOR LIKE PALE GREEN, PALE BLUES OR LIGHT GRAY.**

**BE SURE THE BATHROOM IS CLEANED WELL AND SMELLS CLEAN AND REFRESHING**



# LIVING ROOM

A living room should feel cozy and its' visitors should feel at home.

## LIGHT

Let in lots of natural light by taking down dark or heavy draperies. Open the blinds. If the view is less than attractive, consider adding a sheer curtain so that light still filters into the room.

## FENG SHUI

Pull chairs and couches away from the wall (even 1-2 inches makes a difference) and set up in a way that it is easy to have conversations.

Ensure that the furniture and accessories are well balanced and don't block traffic flow.

If you can use a mirror to reflect natural light and views from a window, do so.



# BEDROOM

Bedrooms are often the most personal spaces in our home, as they should be. However now is a time to simplify, freshen, and lighten the space:

## NEUTRALIZE

Remove all personal items and keep the room and colors as gender neutral as possible.

## MAKE SPACE

Remove unnecessary objects and try to follow the general rule of only 3 big pieces of furniture.

## SPLASH OF COLOR

If a room needs some color, consider a few accent pillows or throws.



# OUTDOOR SPACES

Make sure to keep your lawn freshly cut and landscaping clean. Pull weeds and lay fresh mulch in flower beds. Cut back overgrown trees and bushes. These areas are often the first impression of your home and it is important to show the potential buyers you have gone to great lengths in taking care of your home.

Whether you have a small patio or 30 acres, you want to show potential buyers there is an entire outdoor space that is there to enjoy. Add outdoor furniture with pops of color or a hammock and show them how you have enjoyed your outdoor space.

# Appeal to the senses

## SIGHT

Make sure the home is **light, bright, and clean**. Do some research online and find pictures of a room that you like and try to mimic that in your own space. Stick to a neutral color scheme and if you need splashes of color, do that with smaller accessories like throw pillows, blankets, or plants.

## SMELL

The smell of your home should also be clean and fresh. To avoid odors:

- Do a deep cleaning
- Be sure to take the trash out often
- Wash dishes and keep the sink clean
- Avoid cooking anything that might leave a lingering smell
- Remove any bath mats or towels that might smell like mildew
- Keep bed linens fresh and clean
- Store pet food in a sealed container
- Tuck away pet toys and beds during showings
- Transfer litter boxes to the garage during a showing
- Avoid strong chemical deodorizers and focus on subtle scents like fresh flowers or baked goods.

## SOUND

Walk about the home and listen for anything that might indicate issues within the home. Buyers notice these sounds. If you are able, fix creaky doors and leaky faucets.

## TEXTURE

Play with different textures especially in the living room and bedrooms. Textures make spaces feel more relaxed, balanced, and inviting. For example: place a fluffy and soft throw blanket at the foot of your bed, or a soft rug on a sleek tile floor.



# SHOWING checklist

## SHOWING IN 10 MINUTES

- ☐ Grab a laundry basket & place all clutter in the house in the basket and place in car
- ☐ Wipe down all countertops
- ☐ Take out all garbage
- ☐ Make all beds
- ☐ Ensure bathrooms are picked up
- ☐ Close all toilets
- ☐ Turn on all lights
- ☐ Open all curtains and open blinds
- ☐ Make sure your pets are secured or with you

## SHOWING IN 30 MINUTES

- ☐ Grab a laundry basket & place all clutter in the house in the basket and place in car
- ☐ Vacuum all carpets
- ☐ Sweep and mop all hard surfaced floors
- ☐ Clear and clean all kitchen counters
- ☐ Clear out the kitchen sink
- ☐ Ensure bathrooms are picked up, toilets closed
- ☐ Take out garbage
- ☐ Make all beds
- ☐ Laundry put away or in a basket in the car
- ☐ Make sure home smells fresh
- ☐ Turn on lights
- ☐ Open all curtains and open blinds
- ☐ Make sure your pets are secured or with you

## SHOWING IN 1 HOUR

- ☐ Grab a laundry basket & place all clutter in the house in the basket and place in car
- ☐ Vacuum all carpets
- ☐ Sweep and mop all hard surfaced floors
- ☐ Clear and clean all kitchen counters
- ☐ Clear out the kitchen sink
- ☐ Wipe down kitchen cabinets
- ☐ Ensure bathrooms are picked up
- ☐ Clean and wipe down toilets
- ☐ Close all toilets
- ☐ Clean all mirrors
- ☐ Take out garbage
- ☐ Make all beds
- ☐ Laundry put away or in a basket in the car
- ☐ Make sure home smells fresh
- ☐ Turn on lights
- ☐ Open all curtains and open blinds
- ☐ Take your furry friends with you

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