

RE/MAX[®]

Home Staging

GUIDE

A ROOM-BY-ROOM GUIDE TO HELP YOU
STAGE YOUR HOME FOR SALE



WHAT IS

Home Staging

Staging means preparing a home for sale to appeal to the largest number of buyers, increasing the chances of selling quickly and for a higher price. As a seller, you can stage your own home, have your REALTOR help you stage it, or hire a professional home stager. A new twist on home staging is "virtual" staging, which means that photos of a home are digitally enhanced to demonstrate the possibilities of the space.

BENEFITS OF HOME STAGING

Faster Sale, Higher Price.

When potential buyers can picture themselves living in the home, they will be more motivated to make a competitive offer. Depersonalizing the home of family photos and other items helps buyers see the space as "theirs".

Swipe Right.

Photographs of a staged home are more likely to attract interest online. Since most homebuyers these days start their home hunt online, it's important to make a good impression through photos

Picture It!

When potential buyers view a listing, they're thinking beyond what their eyes are showing them. They're visualizing themselves living in the space. Is the home an ideal place for growing children, or to enjoy retirement? A home stager will take an objective approach to decluttering and decorating, allowing prospective purchasers to view the space as theirs.

LET A PROFFESIONAL GUIDE YOU

Keep in mind that staging is not remodeling. Staging involves cleaning, rearranging and a bit of decorating to highlight a home's best features, such as fireplace, flooring, views, outside area, pool, etc. A professional REALTOR will help guide you or help you hire professional stager or resources as needed/

Start with Decluttering!

"Decluttering" is the first step of staging your home. Pack all non-essential items that you can live without until you move into your new home. This will help with the staging process and kick-start the packing process. Donate or discard items that you don't want, need or use.



WHAT IS

Home Staging

BASIC STAGING

1. Clean! Consider hiring a professional cleaning service.
2. Declutter! Make it look organized, even if it isn't really.
3. Remove personal photographs from walls and tabletops.
4. Remove oversized and excess furniture and area rugs.
5. Keep closets tidy! Prospective buyers will want to evaluate the home's storage capacity, and clutter creates the illusion of less space.
6. Let the sunlight in by opening blinds and curtains.
7. Replace burned-out, dim or flickering light bulbs. If possible, make sure they are all the same type of bulb (daylight, led, etc.)
8. Consider replacing dated light fixtures.
9. A fresh coat of paint will help renew the look and feel of any room. Choose 2 or 3 neutrals to use throughout the entire house.
10. Don't forget the exterior! Clean up trash, pressure wash walking areas, driveway, etc. Remove dead plants, renew mulch or other ground covering.

Pack It! Store It!

Plastic storage bins are great for items that may need to be stored for an unknown period of time. Store these off-site if possible. Consider renting a portable storage unit. Many companies provide these large containers that can be stored in their climate-controlled warehouse until you are ready to have it delivered to your new home!

Start with:

- Personal framed photos, photo albums, trophies, awards.
- Extra bake ware and cooking items
- Rarely used kitchen gadgets, cookbooks and small appliances.
- Collectibles, figurines, special occasion dishware.
- Extra or out of season decor
- Books, CD's, DVD's & Games

ROOM BY ROOM

Kitchen

KITCHEN

The kitchen is the heart of the home, and it should be one of its biggest selling features. Ensure that it is clean, well-lit, and it should feel warm and welcoming.

- Remove magnets, photos and anything that's hanging on the refrigerator.
- Remove decorative items from the tops of cabinets which can make photos look cluttered.
- Remove everything from the counter tops, then add items back strategically.
- Accent a neutral space with something colorful, like a bowl of lemons.
- Lighten up dark corners with a white or bright object like a vase or high-quality small appliance.
- Put away area rugs.
- Clean the oven/stove, microwave, refrigerator and garbage to eliminate odors at their source.



ROOM BY ROOM

Family Room

FAMILY ROOM

This room should feel spacious, relaxing and comfortable. Features to highlight, if your home has them, are the fireplace and up-to-date media systems. If your television is from the 1990s, get rid of it or buy a new one.

- Remove excess furniture to create the illusion of more space for entertaining family and friends.
- Pack up any toys that are cluttering the floor.
- Board games, video games, DVDs, remotes and other items should be organized on shelves or cupboards.
- Evaluate the lighting in the room. If needed, add a lamp or two and replace dim lights with brighter ones.
- Remove anything too casual or too personal, including family photos, trophies and, yes, the taxidermy must go!



Staging Challenge: Pets

Pets may be part of your family, but buyers may not be as receptive.

Minimize evidence inside and out:

1. Deep-clean carpets and upholstery.
2. Put away all pet paraphernalia (dishes, toys, leashes, litter boxes).
3. Take your pet with you during showings.
4. If it is impossible to hide all pet gear these items should be restricted to one low-traffic area.



ROOM BY ROOM

Living Room

LIVING ROOM

Is this the first room a prospective buyer will see? Make sure it WOWS them! Highlight the fireplace, flooring or the beautiful view. Ideally the television is not the focal point of this room.

- Remove excess furniture and arrange remaining pieces to enhance the flow of traffic.
- Group furniture for easy conversation.
- Remove outdated window treatments.
- Remove worn or shabby furniture or update it with slipcovers in neutral tones.
- A little decorating can make a difference in this room. Invest in some trendy accessories and throw pillows.
- Artwork should be high-quality and hung at eye level. Black-and-white photographs are neutral and can give a space a sophisticated look.



ROOM BY ROOM

Dining Room

DINING ROOM

- Remove excess furniture, such as a hutch full of collectibles. They can be distracting to potential buyers.
- Remove extra leaves from the table to make room appear larger.
- Have no more than 4 chairs around your dining table unless your dining room is exceptionally large.
- Consider removing the rug from under the table.
- Update the light fixture. Many trendy, inexpensive options are available.
- Add a decorative centerpiece, such as fresh flowers, to the tabletop.
- Consider setting the table to enhance this room.



ROOM BY ROOM

Bedroom

BEDROOM

Focus on the master suite. It should feel like a restful sanctuary from everyday life.

- Rearrange beds so they are facing the doorway.
- Remove excess furniture and items such as heavy dressers, exercise equipment, pet beds, and medical equipment like C-PAP machines.
- Remove photos and other personal items.
- Make the beds with clean, coordinated linens in a solid color or simple pattern.
- Remove half the items in every closet and make sure what's left is neat and organized.
- In the master bedroom, think in pairs - two nightstands, to lamps, etc.



ROOM BY ROOM

Bathroom

BATHROOM

- Deep clean!
- Re-caulk around the tub and toilet.
- Replace old toilet seats.
- Hide all personal hygiene items and the garbage bin.
- Display fresh towels in a neutral color.
- Run the fan to reduce humidity.
- Freshen the space with a small vase of flowers on the vanity.
- Remove toilet tank/lid covers.
- Only have one rug.
- Replace the shower curtain.
- Clear counter tops.





OTHER SPACES

Home Office:

Pack away piles of paper, especially any sensitive information such as passwords, work documents and similar items. Keep cords out of the way. And in every room, remove clutter and excess furniture.

Front Entryway

Make sure it's completely clutter-free. If there's a table, add a floral arrangement or another single, beautiful decorative item.



Garage, Laundry Room

These are lower priority areas but ensure there's no laundry hanging or piles up; ensure washer and dryer are clean; organize tools / equipment and ensure there's enough room in the garage for a car to park.



OUTDOORS

Outdoors:

Your curb appeal makes a crucial first impression. Take the time to show off your yard, patio, deck, landscaping and the home itself, to generate the maximum level of interest and yield a higher return on resale!

- Power wash and/or paint the home's exterior.
- Trim landscaping and keep the lawn freshly mowed at all times.
- Add fresh mulch to gardens.
- Add hanging baskets or potted plants by the front door.
- Repair and hazards, such as broken concrete.
- Remove toys, equipment and other objects from the yard.
- Make sure outdoor furniture is fresh, clean and ready to use.
- Consider putting floats in the pool.



HOME SELLING GUIDE

Checklist

HOME VIEWING CHECKLIST:

Whether in person, online, or through a live video tour, here are some things that will enhance the viewing of your home.

1. Empty/hide all garbage cans
2. Open the blinds and curtains - turn on the lights
3. Put away medications
4. Put away jewelry, personal and financial documents
5. Place a vase of fresh flowers in the front entryway or dining room
6. Turn on classical music
7. Turn off computers
8. Put away pet paraphernalia and take pets with you when you leave
9. Make all beds

MISTAKES TO AVOID:

- Don't spend a lot of money. Be resourceful.
- Don't paint everything white. opt for soft neutrals.
- Don't cover up architectural details such as windows or the fireplace.
- Don't try to hide odors with overpowering air fresheners or candles.
- Don't make the house too sterile by removing everything. Your goal is "inviting and livable."



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