

Stage Your Home Like A Pro

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Some sellers feel very intimidated by the home staging process. But don't be. It is really just a matter of learning a few simple rules and you'll be on your way to making your current and future home look it's best. The object of home staging is to create a space that psychologically effects potential buyers or guests in a positive way. You want them to feel comfortable and instantly at home in your space. It'd be great if they never wanted to leave.

- 1) **Relax & Have Fun-** Seriously relax! There is very little you can do when staging your home that can't be undone with relative ease. Think of this as an opportunity to learn new design & decorating skills that you can put to use in your next home.
- 2) **Declutter-** Before you do anything it's important to get rid of all the clutter. It's hard to see your home's potential if all you can see is stuff. So, get busy paring down and getting rid of stuff. Box it up, rehome it, sell it, or donate it, but just do it! You'll be amazed at how good it feels. The idea here is to give your home the appearance of as much space as possible. Clean out your cupboards and closets & keep only the bare minimum, because potential buyers will look in them!
- 3) **The Power of Paint-** After decluttering paint is the single most impactful way to improve your home for the least amount of money. A general rule is to keep the colors of your walls to 3 different colors (a primary neutral, a slightly darker neutral, and an accent color), there are places to break this rule, but when selling your home 3 colors gives your home consistency and keeps it from feeling choppy and disjointed. If you have a lot of rooms painted different colors and repainting them feels overwhelming, then focus on the main spaces with the biggest impact, like the entry, living rooms, kitchen, and master bedroom. Repaint trim (& doors, if needed) to give it a clean fresh feel. If you have painted cabinets in bathrooms & the kitchen touch up the paint on these as well. Remember for the most part you want neutral colors with little pops of color.
- 4) **Clean Like Your Mother-in-law is Coming Over-** Just kidding. I'm sure your mother-in-law is fabulous, but you get my point. Make your home the cleanest it's been since you moved in. This may be a place you decide to have a professional come in and help. It will be well worth your effort or your money. Dirty houses just give off a certain feel that nearly all potential buyers will feel. And because we live there all the time it is hard for us to see our own homes dirt.
- 5) **Make a Good First Impression-** If you stage nothing else in your home stage your front door area and your entry. Here is a list of items to tackle on this area
 - a. Paint your front door with a fun contrasting color
 - b. Touch up trim paint
 - c. Clean away cobwebs and bugs
 - d. Wipe down dirty siding
 - e. Replace light fixture if yours is out dated
 - f. Hang a door wreath
 - g. Make sure your house numbers are visible and fresh
 - h. Spend some money on flowers in pots and hanging baskets if it's the right time of year, otherwise try some greens, like ferns or evergreens
 - i. Buy a new fun door mat that compliments your door color
 - j. If you have the space add a seating area like a bench or a bistro set, make it an inviting space with pillows, candles, & decor
 - k. Add a vignette of décor near your front door
- 6) **Create Inviting Living Spaces-** Here are a few rules to follow to get that homey feeling potential buyers are looking for. Remember, it might not fit your real



needs, but it helps potential buyers feel good about your space, it serves a purpose and is temporary.

- a. Pull furniture away from walls and create groupings
- b. Increase the wattage in you lights and add lighting where needed. Aim for 100 watts per 50 sqft
- c. If a space is awkward think creatively about it and do something different with it. Make it look quaint and usable
- d. Add fresh pillows and throw blankets to increase the cozy factor
- e. Try out furniture or art pieces from other room in a new room
- f. Keep personal pictures to a minimum
- g. Use the décor trick of groups of three items together. Odd numbers are always best when decorating, but three seems to be the magic number. Group items with similar color, or shape, or texture. They don't have to be matchy matchy
- h. Wash drapes and window hangings and if needed purchase new ones. Remember to create a taller ceiling feel in a small space hang drapes starting above window and pooling on the ground. This will visually make the ceiling feel taller

7) **Maximizing Your Kitchen-** Give your kitchen as much counter and cupboard space as possible by following these guidelines.

- a. Clean off counter completely and leave only a few key décor items like a bowl of fruit or a vase of fresh flowers or a fun clean mixer
- b. If you haven't done so already, freshened up paint where needed
- c. Add new drawer pulls if needed



- d. Put out fresh hand towels and hand soap (use these only for showings)
- e. Stage your table with a center piece
- f. If your appliances are significantly outdated consider replacing them
- g. Pair down your dishes and utensils and items you generally use to cook with to a bare minimum. You want to create space in your cupboards. If you only have 5 people in your family, then have only 5 of each item in your cupboard, i.e., 5 forks, 5 glasses, 5 plates, etc,...

8) **Make your Master Luxurious-** For many of us the master bedroom is the last place we focus on, but we spend a whole lot of time in it (even if we are sleeping). Aim for that hotel feel in your master. Make your bed call to you. Spend some money here, you can take it with you to your new home & you won't regret it!

- a. Make sure your bedding is fantastic
- b. Add pillows and lots of them. Throw pillows & head pillows
- c. Learn how to properly make a bed
- d. Add a cozy throw blanket
- e. Get rid of as much extra furniture as you can and if possible add a cozy

chair in the corner, with a pillow and a throw, of course! Oh, and a coffee cup sitting next to it wouldn't be a bad touch 😊

9) **Your In-Home Spa-** no matter the size of your bathrooms make them all feel like spas.

- a. Buy new towels that are only used for showings (get a storage tub that you can throw under your bed or in a closet where you can store the "showings only" items and bring them out when needed). Display them rolled up in a basket & hanging on a towel bar in a grouping
- b. Add a dish of spa like bars of soaps or bath bombs
- c. Put out some fresh candles around the tub or on the back of the toilet & by the sink
- d. Keep your hand soaps fresh & new
- e. Make sure your floor mats are clean and fresh



- f. If your bathroom is small painting it a light color will help make it feel larger
- g. If your bathroom lacks character put in a fun new shower curtain
- h. How about a wine bottle and wine glass next to the tub? Put out only for showings. Seriously, people feel the vibe

10) **If You Have Kids-** cleaning out the kids' stuff and paring down to the very basics with their toys and clothes, will not only help how it looks to potential buyers but it will help you keep a bit of sanity when it comes to flash showings! Make their beds easy to make and get storage tubs to just throw sprawling items in when the time for a showing comes, then throw it in the closet with a lid on it. As far as kids' spaces and their stuff goes less is best!



- 11) **Outdoor Living-** If you have outdoor space make it count.
- a. Add seating areas
 - b. Freshen up the beds with new bark chips
 - c. Add pots of flowers or greenery, both hanging and on the ground
 - d. Add a string of lights
 - e. Make sure the area is as clean as possible. Outdoor spaces tend to get dirty quickly. Try to keep it swept clean at least once a week, but your main focus should be keeping that front door area looking top notch!

Okay. That's it! Just kidding. I know all of this is a LOT of work. If this feels overwhelming just start with Step 1. I've listed the items in order of importance. Do what you can while maintaining most of your sanity. Also, don't forget to call in the troupes like friends and family or if you can pay someone to help you. The chances are very high that you will get your money back and then some by doing the items on this list. Get inspiration from Pinterest & Instagram.

Bonus: Anything you purchase, like new towels, pillows, bedding, door mats, or throws, you can take with you to your next home, so use this as an excuse to get that bed spread you've always wanted!!!

If you have questions don't hesitate to email, call, or text us. We are happy to help!

Helping You Home,

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