

Preparing Your Home

Getting Ready to Enter the Market

FOR PHOTOS

- Walk through your home as if you were a potential buyer. Notice all the details.
- Clean or paint your front door. Make your first impression count.
- Maintain your landscaping. Consider adding some potted flowers for pops of color!
- Clean your windows and screens.
- De-personalize: remove personal photos and memorabilia from the home.
- Declutter all rooms and remove bulky furniture.
- Make each room spacious.
- Replace worn decorations or home linens. Let the house feel new and fresh.
- DEEP CLEAN! Make every room sparkle.
- Replace air filters, light bulbs, batteries, and clean your vents.
- Leave your pool sparkling blue!
- Clean outdoor furniture.

FOR SHOWINGS

- Leave the home in the best condition possible for every showing so potential buyers feel comfortable and want to stay longer.
- Remove pets when you have a showing.
- Turn on all lights and open all blinds.
- Make sure the home smells fresh and clean.
- Pick up any laundry, toys, games, dishes or anything that may be laying on the floors or counters.
- Be sure beds are made, toilet seats are down.
- Stash any personal items in the cabinets or drawers so they are out of sight.
- If there is a water feature on your pool, have it turned on.
- If you have surround sound, easy listening music can highlight the built in speakers.
- Show off your home's unique amenities!



Staging Your Home

Tips to Help You Sell in Style

Create a Balance Space

To make a room appear bigger, paint it the same color as the adjacent room. If you have a small kitchen and dining room, a seamless look will make both rooms feel like one big space.

Tip: If you want to give the illusion of more space, paint the walls the same color as your draperies. It will provide a seamless and sophisticated look.

Serene & Inviting

Create a relaxing bedroom setting with luxurious linens and soft colors that will make a potential home buyer want to hang out. Bedroom staging trick: If you don't have the money to buy a new bed, just get the frame, buy an inexpensive air mattress and dress it up with neutral-patterned bedding. And remember to declutter. By cleaning out your closets, you're showing off your storage space, which always ranks high on buyers' priority list.

Three's Company

Mixing the right accessories can make a room more inviting. When it comes to eye-pleasing accessories, odd numbers are preferable, especially three. Rather than lining up a trio of accessories in a row, imagine a triangle and place one object at each point. Scale is important, too, so in your group of three be sure to vary height and width, with the largest item at the back and the smallest in front. For maximum effect, group accessories by color, shape, or texture.

Musical Furniture

Give yourself permission to move furniture, artwork and accessories among rooms on a whim. Just because you bought that armchair for the living room doesn't mean it won't look great anchoring a sitting area in your bedroom. And try perching a little-used dining-room table in front of a pretty window, top it with buffet lamps and other accessories, and press it into service as a beautiful writing desk or library table.

Prim & Polished

Having tile professionally polished can make a bathroom look brand new. And accessorizing can make buyers feel like they're in a spa. Put out items like rolled-up towels, decorative baskets and candles. It's a great way to create a polished look, and it doesn't cost much to do.

Home Lighting

One of the things that make staged homes look so warm and welcoming is great lighting. As it turns out, many of our homes are improperly lighted. To remedy the problem, increase the wattage in your lamps and fixtures. Aim for a total of 100 watts for each 50 square feet. Don't depend on just one or two fixtures per room, either. Make sure you have three types of lighting: ambient (general or overhead, task (pendant, undercabinet or reading) and accent (table and wall).

Neutral & Appealing

Painting a living room a fresh neutral color helps tone down any dated finishes in the space. Even if you were weaned on off-white walls, take a chance and test a quart of paint in a warm, neutral hue. These days, the definition of neutral extends, way beyond beige, from warm tones and honeys to soft blue-greens. As for bold wall colors, they have a way of reducing interest, so go with neutrals in large spaces.

Room Transformations

If you have a room that serves only to gather junk, repurpose it into something that will add to the value of your home. The simple addition of a comfortable armchair, a small table and a lamp in a stairwell nook will transform it into a cozy reading spot. Or drape fabric on the walls of your basement, lay inexpensive rubber padding or a carpet remnant on the floor and toss in a few cushy pillows. Voila – a new meditation room or yoga studio.

