



Staging Tips

Cleaning: Like a hotel, your home needs to be SUPER clean and free of any personal imprint. Have it cleaned by a professional, first with a deep cleaning just before it goes on the market, then on a weekly basis for the duration of the selling time.

Repairs: Make all repairs, ESPECIALLY the small ones. Ignoring a broken \$2 switch plate tells the buyer you just don't care that much.

Replace: Replace torn, stained, worn flooring and rusted, ill-functioning faucets and hardware. Replace cracked grout, broken tile and damaged counters.

Odors/Scents: Rid the home of any odors (pets, cooking, smoke) including strong botanicals. Do not add any scent, natural or otherwise, when showing the house.

Bathroom: Make sure the bathroom is free of personal care items, medicines, used towels, dampness. Avoid showers shortly before a showing.

De-personalize: Pack away the family photos and any personal items you may have around. People need to see this house without your memories.

Touchy subjects: Don't display items that are religious, political or in any way potentially controversial. Put away personal papers that might normally be exposed on your desk.

Windows: Don't forget to clean the windows inside and out. And remove screens.

Layout: Make sure your furnishings illustrate comfort, practical living, good flow and the best use of space. Don't overdo it with contrived vignettes.

Light: Show your home with open shades/curtains and lights on.

Realizing that your house is now a product on the market is a different way of looking at your home. Let the process work for you for your best chance of success!