

STAGING TIPS & TRICKS

With most buyers using the internet to preview homes, the old saying is truer than ever: “You never get a second chance to make a first impression.”

Stage your home to look its best for listing photos using the following guide.

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CURB APPEAL

- Make sure the lawn is mowed and clean, and remove overgrowth.
- Replace old or worn doormats and decorate with new container plants.
- Apply a fresh coat of paint to the front door.
- Store unused lawn items.

DE-CLUTTER

- Remove unused furniture.
- Clear surfaces: kitchen counters, bathroom counters, mantles, etc.
- Streamline and organize closets.

MAKE NECESSARY REPAIRS

- Buyers expect everything to be in good working order, so make any minor maintenance repairs prior to listing your home.

DE-PERSONALIZE

- Buyers need to be able to imagine what it would be like to live in the house. Pack away family photos, kids drawings, trophies, etc.

CLEAN

- The house should be kept orderly at all times. This is important for both the initial photos and after—showings can happen on very short notice!

SET THE STAGE

- Make sure the placement of furniture promotes good flow and remove excess pieces to make rooms appear larger.
- Set the kitchen and dining room tables.
- Display fresh flowers.
- Illustrate the home's entertainment settings.