

CHARLOTTE
WELLS
Real Estate

STAGING *that Sells*

A GUIDE TO STRATEGICALLY STAGING YOUR HOME



Why Should I Stage My Home?

You are selling your home, not your stuff.

Make your home the focal point.

Buyer's want to imagine living there.

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



83%

of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40%

of buyers' agents said that home staging had an effect on most buyers' view of the home.

**Statistics from the National Association of Realtors® Research Group, 2019*

First Impression

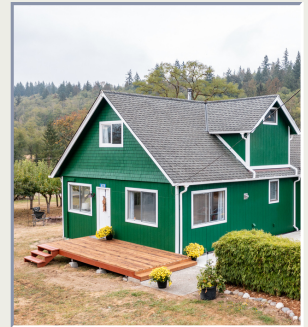
First Impressions Are Priceless

Buyers Decide If A Home Is An Option From The Online Listing, The Pictures Must Impress To Motivate Them To View The Home In-Person

Before



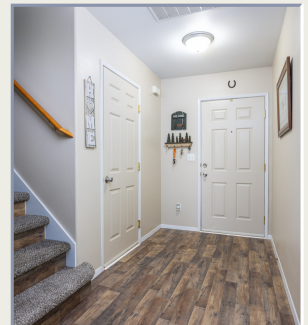
After



Before



After



Staging Secrets



01

Make a great first impression. No time or budget to do the entire house? Focus on the entryway and living room. Consider a statement chandelier, a cozy entryway, or a pop of color on the front door.

02

Clarify each room's purpose by dividing large rooms into smaller seating areas. Have a space that's no man's land? Use furniture and household items you have on hand and give it a purpose (office, craft room, guest bedroom, etc.).



03

Consider the scale, texture, and tone of each room. Everything should "fit" and be visually appealing. Translation? Get rid of any unnecessary furniture that's cluttering up the room.



04

Give attention to your great outdoors. Curb appeal — it's a thing. Buyers will love seeing new landscaping, clean walkways, and bright lighting.

Home Prep & Staging Checklist

CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

REPAIRS TO CONSIDER

- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs. Add more lamps and accent lighting to brighten up darker rooms.
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in and light a scented candle

CLEAN, CLEAN, CLEAN

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry
- Clean inside and outside of all windows, window tracks

KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

FINISHING TOUCHES

- Switch out any lights that need to be replaced
- Throw in some fresh flowers or plants
- Remove personal photographs and items
- Don't forget to tidy up your closets and storage areas – buyers will be looking there too
- Stow away any pet or kids items
- Light a candle
- Wipe down all surfaces and declutter

Have questions?

I'm here to help!

DP DESERT & PINE HOMES
CHARLOTTE
WELLS
BROKER WA | AZ



- 📞 360.441.5023
- ✉️ charlotte@desertandpinehomes.com
- 🌐 charlottewellsrealestate.com
- 📷 charlottewellsrealestate
- 📍 charlottewellsrealtor

523 Front Street, Lynden, WA 98264
6991 E. Camelback Rd. #D300, Scottsdale, AZ 85251

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