

# Strategic Staging: A Seller's Guide to Showcasing Your Home

Use this guide to highlight the most attractive features of your home, appeal to a wide range of buyers, and secure the most favorable offers available.



## GENERAL

- Tips for all areas in the home -

- Turn all overhead lights and lamps ON
- Replace all burned out bulbs and use bulbs of the same temperature – I recommend soft white instead of daylight for a warmer, cozier vibe
- Turn all ceiling fans, TV's and computer screens OFF
- Open blinds and curtains to let in natural light
- Remove personal photographs and replace them with landscape or object art
- Remove small floor rugs to reveal actual flooring

## EXTERIOR

- Creating great curb appeal and a back yard oasis -

- Close garage doors
- Remove cars from driveway and front of home
- Clean up landscaping (mow, trim, clear leaves, spread fresh rock or mulch)
- Power wash and paint areas with chipped paint
- Remove empty planters
- Remove visible water hoses, kids toys and sports equipment
- Use fresh outdoor pillows & cushions
- Add pops of color with pots of fresh flowers by the front door



## Why invest time in preparing for photos?

Initial impressions hold significant weight, especially since a majority of homebuyers initiate their search online. In fact, in 2020, the National Association of Realtors reported that 97% of homebuyers utilized the internet in their home search.



## INTERIOR

- Defining Your Space -



- Clear countertops except for a few decorative items
- Hide small appliances like toasters, crock pots, and air fryers
- Take magnets, papers, and photos off the refrigerator
- Hide garbage cans in the pantry, closet, or under the sink
- Feature one center piece in each room such as a bouquet of fresh flowers, a bowl of fresh fruit, or a decorative object
- Hide booster chairs and high chairs
- Remove any visible pet bowls and pet beds
- Display fresh pillows and blankets
- Declutter fireplace mantel

## BEDROOMS

- Showcase Restful Spaces -

- Display fresh bedding that is not stained or faded
- Use pillow cases and shams that match the bedding
- Clear night stands, dressers and desks of personal items
- Remove family photos, decals, names and posters from walls

## BATHROOMS

- Create a Spa-Like Feel -

- Hang new, unused, white towels
- Remove floor mats
- Clear countertops of soaps, toothbrushes, and medications - leave only decorative items like candles or fresh flowers
- Remove shampoos, soap, and loofahs from showers and tubs
- Replace old shower curtains with a white or neutral curtain
- Make sure toilet seats are down



*Always keep in mind, I'm here to provide guidance, with the ultimate aim of securing the highest selling price in the shortest possible duration. I will be here every step of the way to help you prepare your home to sell!*

*Allison H.*



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