

Staging

We have all done some staging over the years. Staging is now a profession. It is a proven fact that staging helps sell houses quicker and at higher prices.

Staging does not necessarily mean spending a lot of money.

Sometimes we consider price reductions when staging may accomplish the same result but cost less.

Staging is increasing the perceived value of a property by showcasing the properties positive points.

Can you stage a lot? Yes, clean up the debris and brush and perhaps cut walking trails.

Allow the home buyers to mentally move in to a home by opening up the space.

Staging is the subtle art that involves creativity and some muscle. The focus is to emphasize the property and not the owner's personal items.

When a home is staged, all clutter is removed. An environment of neutrality should be the goal.

De-personalizing is the key! Remove family pictures, personal effects, grand art collections, etc. Buyers must be able to picture themselves living in the home. That is difficult to do when the home is full of family photos. It also is an obvious distraction when showing the home.

Think of staging like detailing a car. You wouldn't try to sell a car without washing, waxing, vacuuming. Some car sellers have the car detailed before selling.

NAR Survey – Staging can increase sale price by thousands. Staging is more effective and less costly than a price decrease.

Some staging suggestions:

- Painting front and back doors
- Fixing screens and broken windows
- Painting basement floors and walls – grey epoxy works best
- Remove clutter
 - Take to the dump
 - Have a garage sale
 - Donate to church or youth group
 - Rent a storage garage
- Remove all items that are not absolutely necessary
 - Use the phrase “you’re going to be moving anyway so you may as well start boxing things up.”
- Create more open space to make the property look larger
- Remove all nails and screws and patch holes.
- Paint entry halls a light neutral color
- Paint living room and dining room a light neutral color
- Paint kitchen and baths a light neutral color
- For vacant homes, Sellers may want to consider renting some furniture
- Garages
 - Grey epoxy floors
 - Hang garden tools
 - Hang shop tools
- Make sure all lights and switches are working
 - Turn on all lights when showing. Turn off all lights when finished.

A website that has more ideas and a list of professional stagers: www.stagedhomes.com