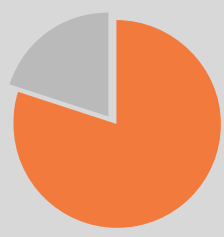


HOME STAGING GUIDE

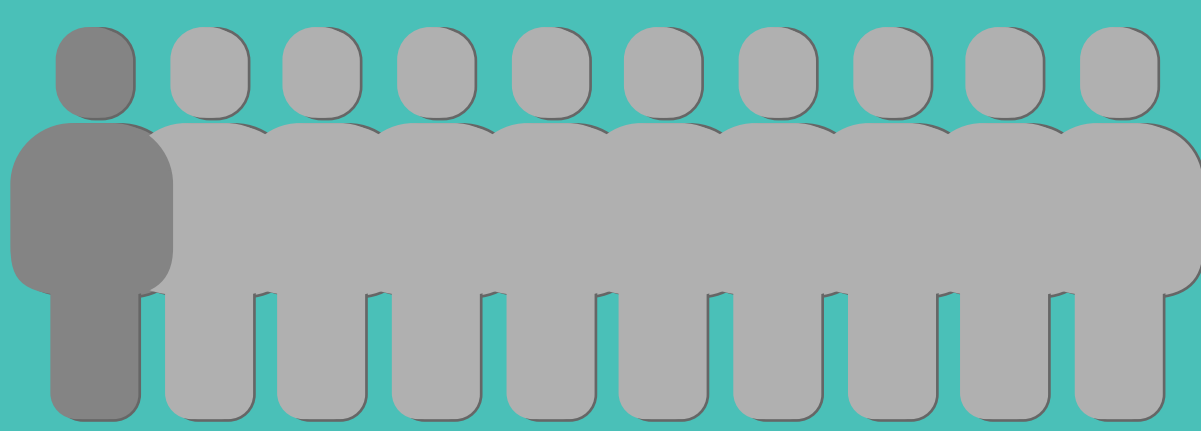


First impressions count!

WHY STAGE



81% of realtors representing buyers said staging helps buyers visualize the property as a future home



1 in 10 people visualize property potential

90% need a place cleaned and staged

AVERAGE SHOWING TIME

FURNISHED HOME



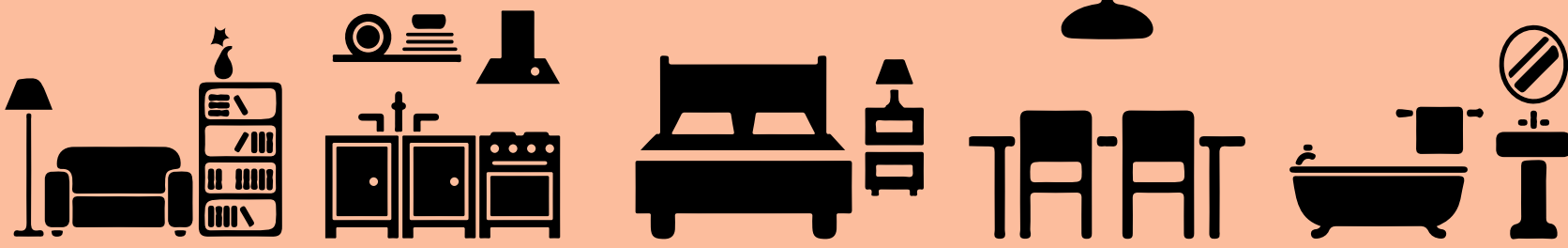
UNFURNISHED HOME



Home Staging **Highlights** The **GOOD FEATURES**

TOP 5 ROOMS

- 1 Living
- 2 Kitchen
- 3 Master Bed
- 4 Dining
- 5 Bathroom



HOW TO STAGE

CLEAR THE CLUTTER

- De-Personalize (remove family photos and childrens artwork)
- Tuck away paperwork (bills, mail, newspaper and magazines)
- Clear off kitchen and bathroom counter tops
- Remove knick knacks from bookshelves
- Make closets look spacious by thinning out your wardrobe, maximize the amount of open storage
- Keeping the floors as clear as possible (remove worn floor mats, pick up shoes and bags)
- Organize kitchen pantry
- Don't forget about the basement! Organize storage space and excess furniture and equipment
- Hide exposed cords and wires

SPRUCE IT UP

- Deep clean entire home (extra attention to the kitchen and bathrooms)
- Replace or refinish dated or damaged flooring
- Modernize the look of your kitchen or bathroom by updating the cabinet faces and hardware
- While your home is on the market make a habit to vacuum, dust and stay on top of the clutter that naturally accumulates everyday
- Don't leave pets at showings, remove traces of pets, eliminate odors, vacuum hair, remove toys, litter box, crate and pet dishes. (Don't take it personally, some people aren't animal lovers. They may be allergic or afraid)
- Remove ashtrays

DECOR

- Remove large pieces of furniture to maximize visual floor space
- Float furniture away from walls and group in the middle of the space to make room appear larger
- Don't overdo it with excess throw pillows
- Make beds daily
- Replace dated light fixtures
- Add additional lighting, don't block natural light (remove heavy drapes and open shutters)
- Add a fresh coat of paint, paint strategically (small kitchen and dining room - paint them same color to make them feel like one large interconnected space)
- Stay neutral with Benjamin Moore colors: November Rain, Whickam Gray, Revere Pewter, or Quiet Moments
- Vary wall hangings
- Consider setting the dining room table to create visual interest, add a vase with fresh flowers as a focal point

CURB APPEAL

- Don't neglect the outdoor spaces or entryways into the home
- Groom yard and landscaping
- Plant flowers, add flower boxes
- Arrange outdoor furniture to make the space look inviting
- Clear sidewalk, repair minor cracks and remove overgrown weeds
- Clean up entryway, paint railings, remove worn doormat, frame door with planters
- Sweep deck/porch, replace loose or missing railings

