



Stage Your Home To Sell



The way you see your home



The way buyers see your home.

Proven techniques to obtain the highest offer, reduce the time your property is on the market, and negotiate the best price and terms.

**THE
KEITH SOREM
TEAM**

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Short Sale & Foreclosure Resource®

REALTOR® OF THE YEAR 2009

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Home Staging Checklist

The key to selling your home is to understand that homes sell homes. All of the marketing in the world will not help a home sell that is “unsaleable”. The best way to determine “saleability” is to look at your home from the eyes of a buyer. Remember, you are selling your home, not ***your things!*** Step back and think “If I was a buyer how would I see my home”. *Re-personalize* your home so buyers can see how *their things* might fit in your home.

No.	Area	Sub-Area	Item	Done?		Comments	
				Y	N		
I.	Curb Appeal						
<p>Key <i>That old saying "You never have a second chance to make a first impression" is never more true than in the sale of your home.</i></p> <p><i>Our goal is to help a buyer see the value of your home the way you do. Buyers always want value, so the <u>more value we can add</u>, the more likely buyers are to make an offer.</i></p> <p><i>If you have an older mailbox it may be time to replace it.</i></p> <p>Time is money. <i>The more time you have to prepare your home for sale, the better your return on your investment. Ask me what buyers care about.</i></p>		A) Lawn	1. Grass green and healthy				
				2. Mowed and edged			
				3. No bare spots			
				4. Irrigation operational			
			B) Flower beds	1. Healthy green plants			
				2. Neatly trimmed edges			
				3. Accent flowers			
				4. Irrigation operational			
			C) Home Exterior	1. New looking paint			
				2. No peeling paint			
				3. Shutters clean			
				4. Gutters clean			
				5. Gutters/trim even			
				6. Windows clean			
			7. Roof clean (moss, leaves)				
			8. House number visible				
			9. Exterior lighting works				
			10. Front door clean/painted				
			11. Entryway clean				
			12. Entry plants/flowers				
			13. Entryway light fixture works				
			14. Driveway clean				
<i>If you are taking it with you, remove it now. Love that bench on the front porch? Replace it now.</i>							

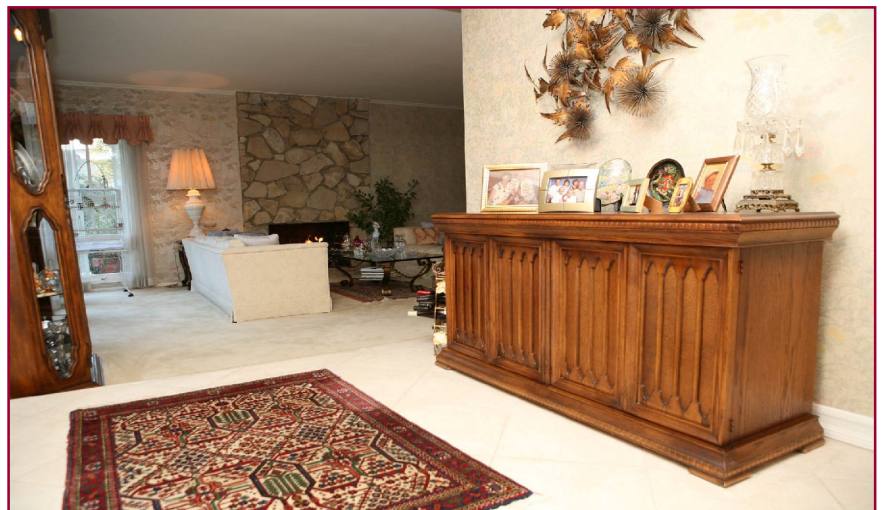


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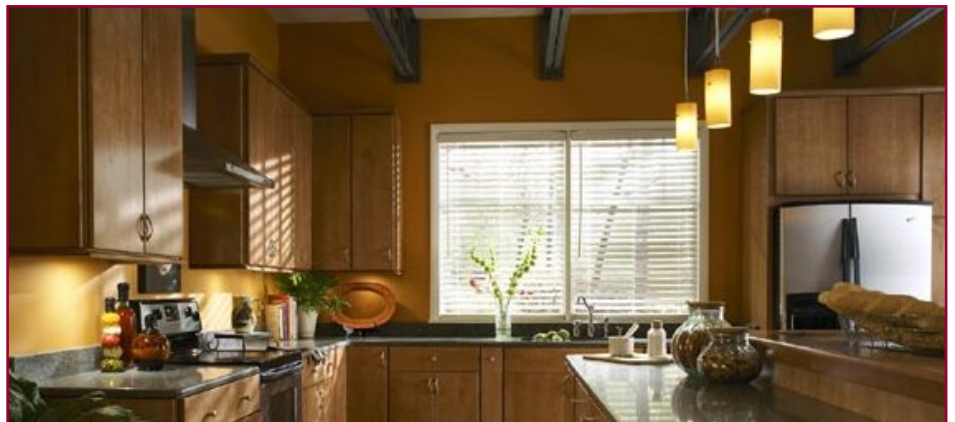
No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
II.	Entry Area					
Key <i>Welcoming, light, and bright...paint the front door and buy a new entry rug. De-clutter and organize entry closet so buyers can see their winter coats inside.</i>	A) Entry	1. Floor clean				
		2. Light wattage bright				
		3. Check ceiling for cracks				
		4. Entry rug for shoes				
		5. Entry door freshly painted				
		6. Polish metal				
		7. Entry closet door, freshen				
		8. High wattage bulb in closet				
Key <i>Although this has been your family's room, it is now no longer yours. Parting with one's home is no small thing, so focus how much you are going to like living in your new home!</i> <i>Imagine that you are showing one of your favorite friends how it might look if they bought your home.</i> <i>Removing as many of your personal items as possible allows the home buyer to visualize how their family might live in your home.</i> <i>Removing items also adds space, which adds value, which increases your net.</i>	B) Living Room	1. Re-personalized				
		2. Carpet clean				
		3. Wood flooring shines				
		4. Minimal furniture				
		5. Blinds open				
		6. Lights on bright wattage				
		7. De-cluttered				
		8. Mirrors/metal cleaned				
		9. Fireplace clean and set				
		10. Bookcase arranged				
		11. Mantle clean, uncluttered				
		12. Ceiling clean				
		13. Windows clean				
		14. Smells clean				
		15. Few personal items				
		16. Tables clear				
		17. Floral arrangement				
		18. Calm music playing				
		19. Furniture showroom clean				
		20. Open layout				
		21. Two wine glasses on coffee table				
		22. Obscure poor views.				
		23. Display at least two pictures of your family enjoying the home.				
<i>If you are taking it with you, remove it now. Love those window coverings or wall sconce? Replace it now.</i>						




No.	Area	Sub-Area	Item	Done?		Comments
IV.	Dining/Kitchen Laundry			Y	N	
<p>Key</p> <p><i>The farther one goes into a home, the more personal the areas become.</i></p> <p><i>The Dining Room or Area is important because that is where bread is broken, family meals are served, and life is celebrated.</i></p> <p><i>You may not normally use a tablecloth on your dining table, so try it and see if you think it makes the table appear "better".</i></p> <p><i>If you are considering purchasing new placemats or dishes for your new home, why not buy them now and use them to help sell your current home?</i></p>		A) Dining Room	1. Re-personalized			
			2. Carpet clean			
			3. Wood flooring shines			
			4. Minimal furniture			
			5. Blinds open			
			6. Lights on bright wattage			
			7. De-cluttered			
			8. Mirrors/metal cleaned			
			9. Baseboards clean			
			10. Ceiling clean			
			11. Windows clean			
			12. Smells clean			
			13. Table set nicely			
			14. Floral arrangement			
			15. Lighting fixtures clean			
			16. Lights on, bright wattage			
			17. Unlit candles			
<p><i>If you are taking it with you, remove it now. Anything connected is assumed to "Convey with the property" – washer and dryer, microwave, light fixtures. Remove and/or replace it now.</i></p>						



No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
IV.	Kitchen					
<p>Key <i>Like the dining table, the breakfast nook is important for families.</i></p> <p><i>Make it light, bright, and warm, and set it for breakfast with flowers on the table.</i></p>	B) Breakfast Nook	1. Table set				
		2. Flowers				
		3. Chairs clean				
		4. Light fixture clean				
		5. Lights on bright wattage				
		6. Floor clean				
		7. Trim paint/corners				
		8. Windows clean				
		9. Curtains clean				
		10. Base boards clean				
		11. Pleasing view				
<p>Key <i>The kitchen is the heart of a home, particularly for the primary decision maker, the wife.</i> <i>A well staged kitchen can make a buyer want to buy without knowing it.</i></p>	C) Kitchen	1. New looking paint				
		2. Cabinets touched up				
		3. Curtains/blinds clean				
		4. Windows clean				
		5. Counter tops clean				
		6. Counter tops clear				
		8. Back splash clean				
		9. Sink clean, fresh				
		10. Faucets clean, shined				
		11. Deodorize disposal				
		12. Take trash out				
		13. Clean trash can				
		<p><i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” – washer and dryer, microwave, light fixtures. Remove and/or replace it now.</i></p>				



No.	Area	Sub-Area	Item	Done?		Comments
IV.	Kitchen			Y	N	
Key <i>If you are planning to include the appliances in the sale, they should look and smell just as if you were moving out the next day.</i> <i>Installing a higher wattage bulb will make your kitchen brighter.</i> <i>Refrigerator hint: Clean the gasket thoroughly. While your home is on the market, try not to fill the refrigerator to capacity.</i>	C) Kitchen (Cont)	14. Floor clean				
		15. All surfaces shine				
		16. Refrigerator clean outside (no magnets)				
		17. Refrigerator clean inside				
		18. Freezer organized				
		19. Cupboards clean				
		20. Cupboards organized				
		21. Ceiling clean				
		22. Light fixtures clean				
		23. Lights on bright wattage				
		24. Switch plates like new				
		25. Windows clean				
		26. Stove/oven cleaned				
27. Dishwasher clean, empty						
28. Dish soap put away.						
More tips: www.housecleaningchannel.com						
	d) Laundry	1. Floor clean				
		2. Doors clean, painted				
		3. Check trim/high traffic				
		4. Washer clean				
		5. Dryer clean				
		6. Appliance tops clear				
		7. Cleaners organized				
		8. Mud sink clean				
		9. Cupboards organized				
		10. Remove extra pots/pans				
		11. Lights on, bright wattage				



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No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
V.	Family Rooms					
<p>Key <i>One of the easiest ways to make your home appear larger is to remove “extra” furniture. If you are not planning to take it with you to your new home, consider two options:</i> <i>1. If you no longer want it, could it be that that piece of furniture may have the same impact on a potential buyer? So might you be better off not having it in the house?</i> <i>2. If it appears worn, then consider a slip cover or similar remedy.</i></p> <p><i>All those DVDs stacked in the corner...let’s pack them up! Remember less is more.</i></p>		A) Family Room	1. New looking paint			
			2. Re-personalize			
			3. Entertainment center clean			
			4. Switch plates clean or new			
			5. Light fixtures clean			
			6. Higher wattage bulbs			
			7. Carpet clean			
			8. Tables clean/clear			
			9. Sofa clean			
			10. Extra furniture removed			
			11. New pillows/throw			
			12. Calm music playing			
			13. Sofas away from walls			
			14. Too little is better			
<p><i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” – hanging pictures are okay, but ceiling fans stay. Remove and/or replace it now.</i></p>						



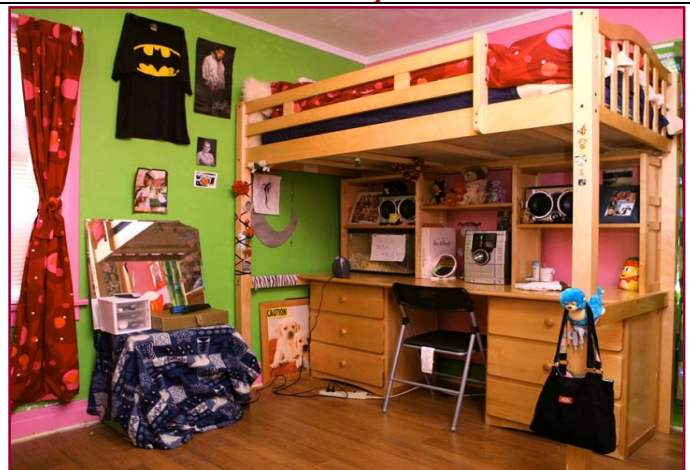
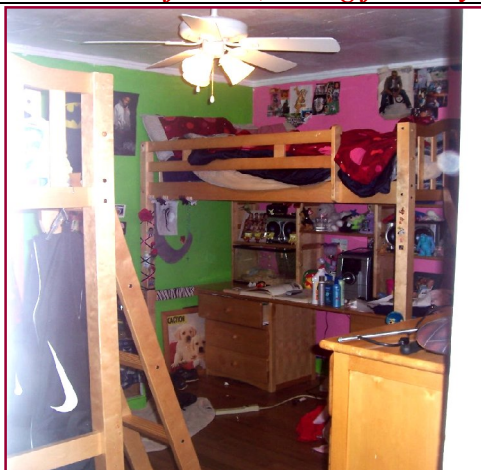
No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
V.	Family Rooms					
<p>Key You may want to invest in new bedroom linens to easily update a room.</p> <p>High Traffic Areas Hallways around bed/bath areas are places where there are a lot of feet moving around. To give your home a greater feeling of openness, remove any objects that obstruct or constrict traffic flow. Example: a telephone table in a corner of the hallway</p> <p>Pillows Great accent pieces, vary in size and match various colors.</p>	A) Master Bedroom	1. New looking paint, especially the door.				
		2. Re-personalize				
		3. Dresser clean/clear top				
		4. Switch plates clean or new				
		5. Light fixtures clean				
		6. Higher wattage bulbs				
		7. Carpet clean				
		8. Night stands clean and clear				
		9. Bed neatly made				
		10. Extra furniture removed				
		11. New bed linens				
		12. Mirror clean				
		13. Closet neat, de-cluttered				
		14. Secure all valuables				
<i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” – drapes, curtain rods, chandeliers, wall sconces. Remove and/or replace it now.</i>						



No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
V.	Family Rooms					
<p>Key <i>Make sure that your closets appear to be as spacious as possible. Go through all of your clothing now and either have a yard sale or give them to charity.</i></p> <p>Bed trays are excellent ways to show buyers that they will be cared for in this house.</p>	B) Bedroom 1	1. New looking paint, (<i>the doors</i>).				
		2. Re-personalize				
		3. Dresser clean/clear top				
		4. Switch plates clean or new				
		5. Light fixtures clean				
		6. Higher wattage bulbs				
		7. Carpet clean				
		8. Night stands clean and clear				
		9. Bed neatly made				
		10. Extra furniture removed				
		11. New bed linens				
		12. Mirror clean				
		13. Closet neat, de-cluttered				
		14. Secure all valuables				
<p>Key <i>Moving can be stressful on family members, particularly children. Include them in the planning process of getting your home ready for sale.</i></p> <p><i>You could arrange a little incentive for a child to make the move more rewarding (pun intended). If they keep their room clean during the time your home is on the market, they receive a reward.</i></p>	C) Bedroom 2	1. New looking paint, (<i>the doors</i>).				
		2. Re-personalize				
		3. Dresser clean/clear top				
		4. Switch plates clean or new				
		5. Light fixtures clean				
		6. Higher wattage bulbs				
		7. Carpet clean				
		8. Night stands clean and clear				
		9. Bed neatly made				
		10. Extra furniture removed				
		11. New bed linens				
		12. Mirror clean				
		13. Closet neat, de-cluttered				
		14. Secure all valuables				
<p><i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” –mini blinds, built-in bookshelves, light fixtures. Remove and/or replace it now.</i></p>						



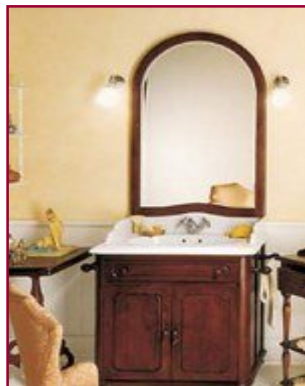
No.	Area	Sub-Area	Item	Done?		Comments
V.	Family Rooms			Y	N	
<p>Key <i>Smoke Detectors – codes vary, make sure your smoke detectors work and that you have adequate coverage. Also, codes may have changed since you bought your home.</i></p>	D) Bedroom 3	1.	New looking paint, (<i>the doors</i>).			
		2.	Re-personalize			
		3.	Dresser clean/clear top			
		4.	Switch plates clean or new			
		5.	Light fixtures clean			
		6.	Higher wattage bulbs			
		7.	Carpet clean			
		8.	Night stands clean and clear			
		9.	Bed neatly made			
		10.	Extra furniture removed			
		11.	New bed linens			
		12.	Mirror clean			
		13.	Closet neat, de-cluttered			
		14.	Secure all valuables			
<p>Key <i>To help children think about the move try drawing a layout of your new home. Have your child pick out his or her room, then ask them to help select things like paint colors, how he/she would like to have their furniture arranged.</i></p>	E) Bedroom 4	1.	New looking paint, (<i>the doors</i>).			
		2.	Re-personalize			
		3.	Dresser clean/clear top			
		4.	Switch plates clean or new			
		5.	Light fixtures clean			
		6.	Higher wattage bulbs			
		7.	Carpet clean			
		8.	Night stands clean and clear			
		9.	Bed neatly made			
		10.	Extra furniture removed			
		11.	New bed linens			
		12.	Mirror clean			
		13.	Closet neat, de-cluttered			
		14.	Secure all valuables			
<p><i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” – light fixtures, ceiling fans..anything that is “attached”. Remove and/or replace it now.</i></p>						



No.	Area	Sub-Area	Item	Done?		Comments
VII.	Bathrooms			Y	N	
<p>Key <i>In the world of home buying there are two rooms that can make or break a sale: The kitchen and the bathrooms.</i></p> <p><i>These two areas should receive extra attention to detail. Use plug in air fresheners throughout the house but especially in the bathrooms.</i></p> <p><i>Towels are a great way to accent and are inexpensive.</i></p>	A) Master bath	1. Paint in excellent condition				
		2. Mirror spotless				
		3. All surfaces clean, shined				
		4. Counters clear				
		5. Shower clean, no mold				
		6. Bath clean, no mold				
		7. High wattage light bulbs				
		8. Drawers organized and clean				
		9. New linens				
		10. Toilet bowl clean				
		11. Smells clean				



No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
VII.	Bathrooms					
<p>Key <i>The primary public bathroom should have special attention on a regular basis.</i></p> <p><i>Before every showing take a quick walk through the entire home, turning on all the lights and some soft music.</i></p> <p><i>Remove all prescription medicines from the bathroom while the home is on the market.</i></p>	B) Main bath	1.	Paint in excellent condition			
		2.	Mirror spotless			
		3.	All surfaces clean, shined			
		4.	Counters clear			
		5.	Shower clean, no mold			
		6.	Bath clean, no mold			
		7.	High wattage light bulbs			
		8.	Drawers organized and clean			
		9.	New linens			
		10.	Toilet bowl clean			
		11.	Smells clean			
<p>Key <i>Place some potpourri or a scented candle in this room before showing. Make sure all bathrooms are well stocked with paper products and fresh towels.</i></p>	B) Powder room	1.	Paint in excellent condition			
		2.	Mirror spotless			
		3.	All surfaces clean, shined			
		4.	Counters clear			
		6.	No mold			
		7.	High wattage light bulbs			
		8.	Drawers organized and clean			
		9.	New linens			
		10.	Toilet bowl clean			
		11.	Smells clean			
		<p><i>If you are taking it with you, remove it now. Anything connected is assumed to "Convey with the property" – wall sconces, ceiling fans, light fixtures. Remove and/or replace it now.</i></p>				



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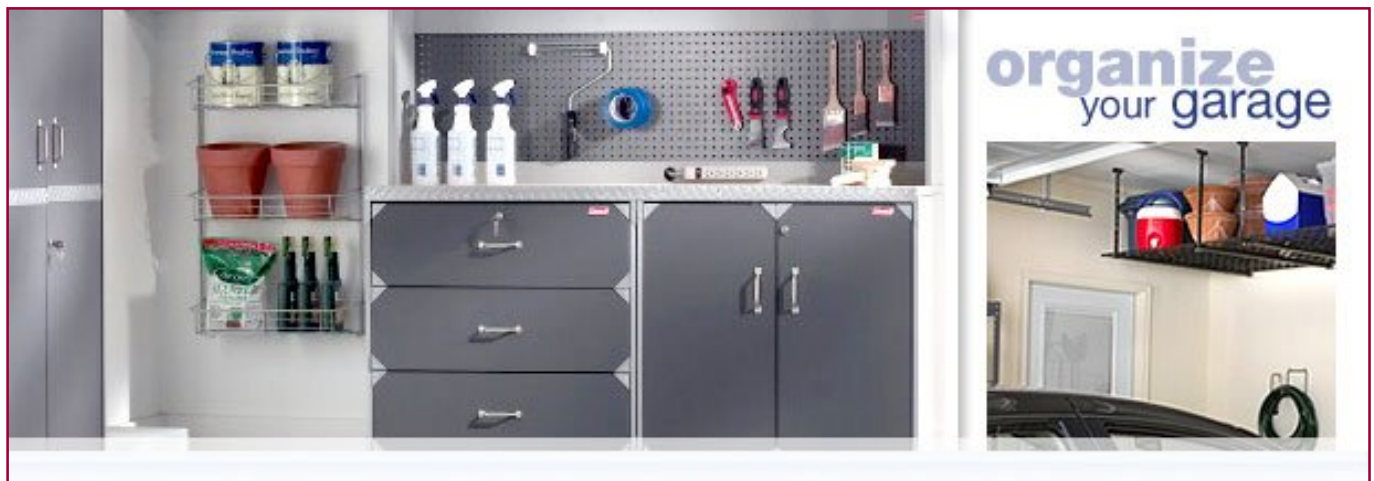
No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
VIII.	Back Yard/Patio					
<p>Key <i>For most homes the back yard is one of the largest spaces. Proper landscaping and maintenance can add some value, however not to the same extent as a wonderfully made up kitchen or bathroom.</i></p> <p><i>Occasionally there are challenging obstacles such as concrete walls, neighbors trimming a tree that obscured their home from view, and now it appears as if their home is in your back yard.</i></p>	B) Back yard	1. Grass in good condition				
		2. Shrubs trimmed				
		3. Flower beds weed free, neat				
		4. Plant bright colored annuals				
		5. Fertilize the lawn				
		6. Check sprinklers for coverage				
		7. Hose neatly stored				
		8. Any exterior structures painted				
		9. Fences checked and repaired				
		10. Gates in working order				
		11. Free of rubbish				
<p>Key <i>The patio is another wonderful area for family events and entertaining. In many homes it receives a great deal of use, so wear and tear is expected.</i></p> <p><i>Worn patio furniture is usually a negative, where as new furniture can highlight an area. Including patio furniture in the sale is an added bonus, and cheaper than moving it!</i></p>	B) Patio	1. Cement in good repair				
		2. Cracks patched				
		3. Furniture in good repair				
		4. Add color bowls of flowers				
		5. Pressure wash if needed				
		6. Barbecue grill cleaned				
		7. Buy a new cover for your grill				
		8. Buy a new door mat				
		9. Exterior lights functioning				
		10. Slider to inside clean/with sign				
		11. Free of rubbish				
<p><i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” – rose bushes are always a favorite. Remove and/or replace it now.</i></p>						

No.	Area	Sub-Area	Item	Done?		Comment
VIII.	Back Yard/Patio			Y	N	
<p>Key <i>While your home is on the market you may want to purchase a home warranty. Some agencies offer seller's coverage at a discount to encourage the buyer to select their home warranty program.</i></p> <p><i>It is not unusual to have appliances fail, particularly with long listing times.</i></p> <p><i>Ask Keith for details.</i></p>		C) Pool/Spa	1. Absolutely clean			
			2. No mold			
			3. Have the machinery service			
			4. Have the pool/spa serviced by a professional			
			5. Inspect the cover for the pool/spa			
			6. Check sprinklers for coverage			
			7. Safety equipment neatly stored			
			8. Check deck surfaces for repairs			
			9. Pool fence operable.			
			10. Gates in working order			
			11. Free of trash, leaves, etc.			

If you are taking it with you, remove it now. Anything connected is assumed to "Convey with the property" – Pool cover, patio set...put a note on it. Remove and/or replace it now.



No.	Area	Sub-Area	Item	Done?		Comments
				Y	N	
IX.	Garage/Driveway					
Key <i>Drive ways are important, especially to the buyer that spends time working on their car and/or has pride in their car.</i> <i>If you have multiple vehicles consider storing them off site to give the buyer a true picture of the space available for their vehicles.</i>	A) Driveway	1.	Absolutely clean			
		2.	Cracks repaired			
		3.	Weeds killed			
		4.	Lights operational			
		5.	Oil stains removed.			
		6.	Perhaps pressure wash			
		7.	Consider relocating cars			
		8.	Consider sealing asphalt drivers			
		9.	Re-surface only as a last resort.			
Key <i>Garages and how they are used are important. You may use your garage for some purposes, the new owner may have completely other ideas, so re-personalizing in the garage in most cases means show space.</i> <i>Have a spare opener in the kitchen so buyer's agents can open the garage door.</i>	B) Garage	1.	Garage door clean and painted			
		2.	Exterior of garage clean, painted			
		3.	Garage door opener functions			
		4.	High wattage lights in garage			
		5.	Inside of garage, de-cluttered			
		6.	Contents organized.			
		7.	Storage areas neatly arranged.			
		8.	Work bench and tools organized			
		9.	Leave one opener in the kitchen			
		10.	All tools stored safely.			
<p><i>If you are taking it with you, remove it now. Anything connected is assumed to “Convey with the property” – shelving, garage door opener, washer, dryer. Remove and/or replace it now.</i></p>						



OPEN HOUSE AND SHOWING CHECKLIST

*You only have **ONE OPPORTUNITY** to make a first impression.*

(Each time before your home is seen by a buyer – don't count on the buyer's agent to do this.)

It's okay to ask the agent calling to schedule a showing to allow you time to properly prepare.

Occasionally agents will ask to **preview** your home, indicating that they are not bringing a client along, they want to see if they home might be suitable for a buyer the have. If they agree the home meets the buyer's needs, then the agent would schedule an appointment to bring their buyer.

No.	Area	Item	Done?		Comments
			Y	N	
1.	Garage/Driveway	Clear of litter, trash cans, etc.			
2.	Sidewalk	Clear of litter, leaves, etc.			
3.	Front entry	Remove newspapers, mail, litter			
4.	Living Room	Place fresh flowers and play relaxing music			
4.	Fresh Air	Open a few windows for at least ten minutes to freshen the home or run the A/C.			
5.	Window coverings	Open all blinds and drapes			
6.	Lights	Turn them all on, particularly in dark rooms, even in the evening, or on cloudy days.			
7.	Kitchen	Counters clean, Run a sliced fresh lemon through the garbage disposal before the open house for a clean scent. Put out a bowl of citrus fruit.			
8.	Dining table	Set the dining table with your favorite tablecloth and best china and crystal. And leave bottled water for your potential buyers.			
7.	Valuables	Secure all valuables			
8.	Drugs	Secure all prescription medicines			
9.	Trash	Take the trash out.			
10.	Garage	Door opener on the kitchen counter			
11.	Family room	Toys, DVDs, books, stored			
12.	Back yard	Toys put away. Hose coiled neatly. If you have a dog, you know what to do.			
13.	Home Interior	Appropriate temperature.			

Note: when your home is on the market, assume each day that it will be shown, so leave your home in showing condition. If you ever have a challenge in doing so, call Keith right away so we can arrange to take care of your needs.