

# Tips for Staging Your Home to Receive Multiple Offers

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Here are some guiding thoughts to help you understand the importance of staging your home!

## Five C's Of Staging!

**1 Clean! Your home must sparkle! When a buyer sees the home has been well maintained, it eases their minds and sends an internal message about what they can't see.**

Power wash and clean the front door and porch area completely as buyers will stand here for a few moments as their agent gets the key box open. Wash down vinyl, clean the light, put a fresh coat of paint on the door, clean off excess clutter and have only necessary furniture. A new door mat, door handle, shiny door numerals and colorful flowers are all huge WOW factors.

Gleaming floors make buyers smile! Everyone likes a new house and they get that new house feel when they see sparkling hardwoods, clean tile and carpet that aren't worn and tired!

Buy new carpet or pay to have them professionally cleaned because buyers do not have visualization skills. Vacuum high traffic areas each morning. Buyers ask for more of an allowance than is necessary, so take care of problem areas before putting the home on the market.

Clean your bathrooms thoroughly! Take the time to re-caulk, remove mildew and invest in some heavy duty cleaner to get shower doors crystal clear! If the door is old or not in good repair, replace it with a beautiful shower curtain. Wipe down cabinets and make sure floors are free of hair. New, fresh towels are a nice touch! Finally, take care of all the drippy faucets.

Clean your fridge, oven, cook top, microwave and fireplace! These are important to buyers so you want them to shine.

Clean windows until they sparkle!

Eliminate odors by emptying the trash frequently, putting pet bedding outside and using air fresheners in bathrooms. Smoke is a huge turn off, do whatever necessary to purge the smoke odors.

**2 Clutter Free! Clutter eats up equity...so get rid of as much as possible. Cluttered houses appear smaller, look darker and tend to smell because of excess dust. Most buyers will also offer less because they feel it will take some work to get it as they wish. Homes that are clutter free appear to be low maintenance and sell more quickly.**

Pack up and remove all of your collections! Hummels, spoons, shot glasses, tea cups, etc. ***Your home is no longer your home but a commodity*** and by removing your collections the buyers are able to see it more clearly.

Find storage at an off site location. Don't fill up your attic/storage areas because potential buyers will look at storage areas too! They need to see these areas clear so they feel they have adequate storage space.

Think open space! Consider storing excess furniture that crowds a room. If you have a small room, store several pieces of furniture to create more space. Remember less is more! Store 25% of all your furniture and remove 50% of the stuff in your closets!

Countertops in kitchen and baths should be clear, nothing on them if possible, because this gives the feel of space.

Put away all electrical cords and appliances.

Don't forget the 50% rule: Remove 50% of closet and shelf items and reorganize while you are at it!

Remove all refrigerator art. Magnets, restaurant menus, art, photos, etc. Create a clean tidy environment that exudes potential for new owners. Don't distract the buyer, let them see the home not your style!

Open the blinds and curtains! Let in as much natural light as possible and leave on lights in rooms where they seem dark. Make sure all your bulbs have been replaced with the maximum wattage bulb possible. You may also need to trim back your hedges that are overgrown and blocking the views from your windows.

Put coats and shoes in a closet, keys in your purse and miscellaneous mail in a file cabinet.

**3**

**Color: Warm and Neutral – Depersonalizing your home of usual art and color schemes is critical. Create a warm environment so buyers can feel at home and can picture themselves owning your home.**

Repaint rooms with light beige paint for a quick, clean impactful fix up.

Repaint rooms that have deep colors a light warm color so that the space doesn't look closed in, but open and spacious.

Repaint children's rooms or bathrooms that are purple, pink, or lime green so buyers feel the home is move-in ready!

You want your home to feel like a model home – warm, but devoid of your personality so the buyers can see themselves in your space.

Use live plants! Purchase fresh flowers for their color and scent! Use plants to bring the outdoors inside.

Plant fresh flowers outside for a splash of color! Plants high, medium and low – by the front door, on your deck, by your garage door.

Update whatever looks tired. If you purchase a rug or carpet, think neutral not white!

**4**

**Creatively Stage Your Home: In a buyers market, a staged home stands out from the rest. Be sure to have your home fully ready to go on the market before you allow showings.**

Don't be afraid to spend money on staging items! Flower arrangements, wall décor, new towels, shower curtains, bath mats, etc. all seem expensive and a waste, but if it gets your home sold, they were a good investment! Additionally, all these items can be taken with you to your new home.

Consider borrowing items from friends that will give you the look you need at a fraction of the cost.

**5**

**Compromised living in the home. Decide early on in this process that you want sell your home – not just live in it!**

Wrap your head around the fact that you may have to compromise your living for a brief time in order to get your home sold! *Your home is a commodity, no longer your home.*

You will have to pick up daily, run the vacuum and put your clothes away. It might be a sacrifice for you, but this to will end...and it will sell quicker if you do what's needed consistently.