

## **Home Sellers**

### **Ten Steps in Staging Your Home for a Virtual Tour**

Of course I will be there helping you prepare as this is part of my commitment to you, but the following may help you understand the process and be partially ready for the cameras.

1. **Understand the camera's perspective.** The camera eye is very different from the human eye. It magnifies clutter, gives the viewer time to look at minute details and cannot see around a poor furniture arrangement. To make a home shine in a virtual tour cater to the lens.
2. **Make the home "Q-Tip" clean.** Because the camera magnifies everything, each room must be spotless. Floor coverings and walls might be overlooked by a prospect during a regular home showing, but that stain becomes a focal point for on-line viewers.
3. **Pack up clutter.** A good rule of thumb: Leave 3 items of varying heights on each surface. For instance, on an end table you might have a lamp (high); a plant (medium) and a book (low). This gives a pleasing appearance without appearing too personalized or overly cluttered.
4. **Snap pictures.** After we think the staging is complete, we will snap still photos with a digital camera. If we closely examine how the room looks we'll get a good idea of how the video camera will capture the room. Now it is time to make improvements. Opening blinds, removing magnets from the refrigerator or taking down distracting art are often caught this way.
5. **Par down the furniture.** Remember everyone is looking for a new home, not looking at your furnishings. They are always hoping for larger spaces. Each room will appear at its largest with a fewer number of furniture pieces. We will identify at least a few pieces of furniture that should be removed in every room. We will also look for furniture that would not appeal to most buyers. Yes, the recliner just may have to go.
6. **Re-arrange furniture.** By creating a focal point on the farthest wall away from the camera eye and arranging the other pieces to create an appealing triangle shape, the camera will allow the viewer to flow through the room. The focal point might be the bed in a Bedroom or the china cabinet in the Dining room for instance.
7. **Re-accessorize.** A healthy plant or fresh flower arrangement in each space is a good way to please the camera. A bright vase on a mantle or an afghan draped over the arm of a coach is also successful. Too many accessories is to be avoided; but so is too few.

8. **Keep the Home in Top shape.** Now that we have your home looking great on camera, let's not disappoint the prospect when he comes to take a look in person. Everything we have done will make the home a standout from your competition. And remember your home is now a product we are selling to our consumer. Show it off to its best advantage.
9. **Think product not home.** Remember you are trying to make this house no longer be your home. So try to think of all of these changes as marketing a product you are selling, not a home you are leaving behind. It will make each change easier to accept for the good of top dollar in the shortest time in the market place.
10. **Call me if it's now working for you.** Remember I am here for you and will come in and help you freshen the look along the way. I also will totally understand if the changes are causing your family problems. This is still your home and you need to not feel like you can't live in it comfortably. If I have made any changes that you can't live with, do share your concerns and let's come up with a compromised solution.

Your REALTOR,

Nancy Halsema

**I Do "HOUSE" Work!**