



home staging GUIDE & CHECKLIST

GUIDE TO HELP HOME SELLERS SELL FASTER

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about

While your home may be in excellent shape and beautiful, full of upgrades and high-end materials, most people do not "stage" their homes.

When listing a property, staging has become a regular practice due to the current challenging housing markets. Staging does not simply mean to declutter and decorate, but to transform your house in a way that will make prospective buyers picture themselves living in your property for decades.

While this may not seem like your area of expertise, this guide will indicate where to start and which tasks to tackle. Yes, it will take many hours and perhaps some sweat and tears, but all your hard work will pay off in the end. As your real estate professionals, we are also here to assist you in any way that you need. Now, let's transform your home!

HOME STAGING

some benefits

- The pictures taken of your property look better
- It makes your home stand out, hooking buyers' interests
- You can get a head-start on packing, saving you time to focus on other aspects of your move in the end
- It will justify the listing price of your property
- You will increase the likelihood of a sale
- It will give buyers the impression of a well-maintained property
- By removing clutter, arranging furniture and removing oversized items, it makes your house seem larger
- You will be able to give every room a purpose, helping prospective buyers visualize the purpose of every room
- It helps buyers picture themselves living in the home
- An attractive-looking home will bring in more buyers
- Buyers will have a favorable first impression, setting a good attitude for the rest of the visit

INTRO

As the purpose of staging your home is to appeal to the emotions of prospective buyers, a general rule you should follow is to satisfy as many senses as you can throughout your home. Use the following tips to guide you when staging and presenting your home to buyers.

#1. SMELL

Due to the large number of people having allergies and sensitivities to different scents, it is best to avoid any sort of air freshener when your home will be on the market available for showings. As a general rule, try to make your home smell as fresh as possible, such as opening your windows for a few minutes a few hours before an Open House or showing, taking out your trash often, cleaning the floors with a mild cleaning solution, and cleaning your home as much as possible. During a colder season, you may also want to consider baking some warm delicious goods before a showing to leave the sweet smell lingering in the air.

APPEAL TO THE FIVE SENSES

#2. HEARING

If your home is located in the middle of a busy street, or right next to some train tracks, think about when the best time to show your home may be. Additionally, walk around the house in the "Preparation" stage of the checklist and open all doors, check the faucets and pay attention to floor creaks for any odd noises. If you hear anything strange, the buyer will very likely hear it as well, so consider getting these checked and fixed by a professional if possible. Also, feel free to play soft music (preferably instrumental) at a low volume when a showing takes place to set a comfortable mood.

#3. TASTE

Baked goods make people feel more comfortable and welcome, and it can bring a level of hominess to your home's presentation. Consider leaving a tray with cookies or brownies to offer prospective buyers during showings, or a bottle of wine with glasses and cheeses if you are targeting a higher-end market.

#4. TOUCH

It is highly unlikely that prospective buyers will be touching walls and tiles during their showing. However, there is a likelihood that they will sit on a comfortable chair or sofa along the way to take a break, or touch any curtains or linens that look appealing to them. Therefore, when staging your home, try to choose comfortable and quality materials. Also, set your home's temperature at a comfortable degree to avoid getting the buyers distracted from your beautiful home features. As you are not sure what the buyers may end up touching, make sure everything is clean to avoid having them encounter with anything sticky or gooey.

APPEAL TO THE FIVE SENSES

#5. SIGHT

The placement of furniture, décor and other accessories is the central aspect of staging a home. To make your home shine, lighting is key. This will improve a buyer's ability to determine whether the space is large enough for their needs, so it is important to illuminate the home. Dark homes can feel dreary and make it more difficult to show off some of the unique qualities that will help you sell your home. The choice of colors you choose for your home is equally important. As a general rule, choose light pastel colors to paint your walls and only choose vibrant colors when you want to attract a buyer's attention to a key feature (such as a fireplace) or to add a splash of color to a room by using accessories (such as pillows on a sofa).

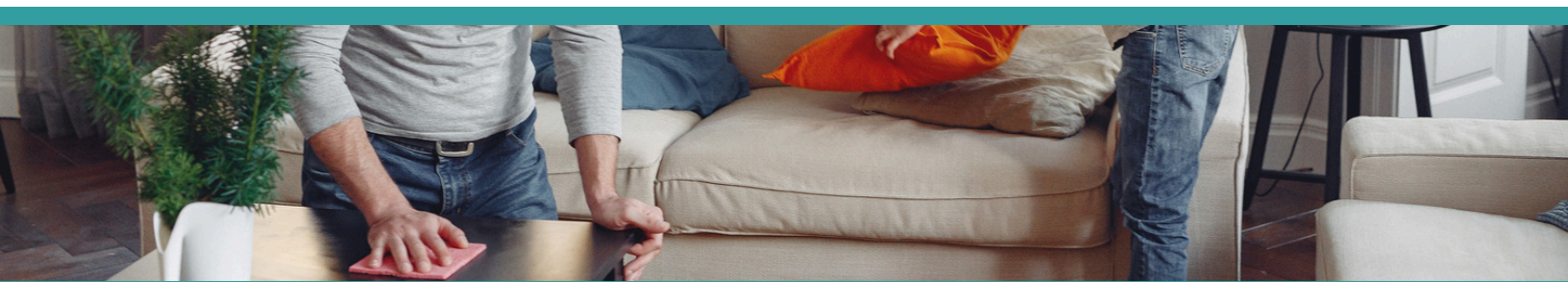
HOME STAGING

checklist



STEP 1: *preparation*

- Evaluate each room from a buyer's perspective
- Ask us, your real estate professionals, for customized advice
- Hire a contractor to handle any major projects
- Sell, donate or throw away anything that you don't need
- Take note of and make any necessary small repairs
- Pick a color scheme for each room and stick to it
- Block a few hours per day in your planner for the next few days/weeks to stage your home with time
- Check for any odd sounds (floor creaking, odd faucet sounds, doors creaking when opening, etc.)



STEP 2: *clean, declutter & depersonalize*

- Deep clean the entire home
- Scrub tiles found in the kitchen, bathroom and any other rooms
- Clean hardwood floors
- Repair cracks and holes in the walls, as well as chipped paint
- Paint interior trim located in the office area
- Depersonalize the décor with a neutral color scheme
- Remove excess and oversized/bulky furniture
- Rearrange furniture to maximize space
- Organize closets and store out-of-season items
- Hide or store small appliances, toys and pet items
- Remove personal photos, collections and medications
- Secure valuable items or store them in a safety deposit box
- Steam clean carpets and drapes. Consider replacing the carpet if stains are prominent.
- Allow as much light in as possible and add artificial lights in darker areas
- Get rid of unfashionable features, such as wallpaper, outdated carpets and popcorn ceilings
- Spray for bugs, if applicable
- Wash walls, floors, windows, trim and blinds
- Remove area rugs if they're covering hardwood floors in good shape
- Organize each room to serve one purpose
- Remove excess items from the garage and storage rooms; consider stacking boxes neatly on one side of the room



STEP 3: *kitchen*

- If your countertops are too stained, damaged or old, consider upgrading to a higher grade material
- Clean everything off the countertops except for two decorative items (i.e. bowl of fruit and flowers)
- Put away small appliances
- Remove lattice work above the pantry area
- Clean the trash cans and recycling/compost bins, and move them out of sight if possible
- Consider upgrading your appliances if they are in poor working condition and/or outdated
- Declutter and organize the pantry
- Clean the interiors of appliances and cabinets (especially under the sink)
- Replace old caulking around sinks and countertops
- Remove fridge magnets
- Scrub grime, dirt and stains from backsplashes, walls and cabinets
- Pack up all the dishes (glassware, cookware, flatware, etc.) except for one set that is in excellent condition and stands out



STEP 4: *living room*

- Make sure there is a natural flow through the space
- Go for symmetry when placing items such as accent pillows and table lamps
- Get rid of oversized/bulky or unnecessary furniture
- Add light to the living room using lamps, as they also look appealing
- Empty all open shelves and surfaces, and only leave a few decorative items on display
- If you have a fireplace, clean it out and stage it (such as with a stack of wood and tools on the side)
- Store or hide movies
- If you are purchasing couch slip covers, choose a light color
- Put away smaller items (such as remotes and chargers) in a nice, decorative box
- To add a splash of color, use coordinated sets of pillows, throw blankets or other pieces of décor
- Arrange furniture in a conversational setting
- Turn off TVs
- Remove all ashtrays
- Place decorative objects on the furniture in groups of 1, 3 or 5 items
- Leave usable items such as a board game or tea service on the coffee table to hint at ways the buyers and their families can use the space



STEP 5: *bedrooms*

- Depersonalize the décor and make the Master Bedroom look gender neutral
- Declutter all surfaces (including end tables and dressers) but leave a few decorative objects on them
- Pack up all the clothes you are not wearing this season to make your closets look bigger
- Remove TVs or video game consoles to create a peaceful setting
- Choose a theme for each room and decorate accordingly
- Choose décor that encourages sleep in each bedroom
- Make the beds
- If you have a walk-in closet, keep floors clean and free of clutter
- Invest in a new bedspread if necessary
- If you have extra bedrooms, consider giving them a purpose in the home (such as a home office or a play room for children)



STEP 6: *bathrooms*

- Clear off all the surfaces and only keep a few necessary items out in baskets or a decorative tray
- Coordinate towels in one or two colors and fold them neatly on the towel racks
- Clean or replace shower curtains
- Add white or off-white towels
- Place some greenery around the sink or tub
- Scrub the tile grout and re-caulk around the sinks and tub if necessary
- Hide all your personal products/toiletries
- Clean surfaces until they gleam
- Check the waterworks and ensure that the sink and bathtub/shower are fully working
- Hide garbage cans and cleaning supplies
- Take off all cloth toilet lid covers and keep lids closed
- Remove hard water stains from shower heads and faucets



STEP 7: *dining room*

- Remove extra leaves from the table to make the room look bigger
- Remove extra chairs if they crowd the table/room; 4-6 chairs are enough
- Set out some classy place settings around the table
- Place a few wine glasses and a bottle on the buffet
- Add a few decorative elements, such as an attractive table runner, short candle holders or small floral vases
- Arrange and place a nice centerpiece



STEP 8: *exterior*

- Repaint the doors, preferably black, red or blue, and repaint trim
- Sweep all walkways, patios, porches and decks
- Replace any broken fence posts
- Repaint or restain deck; replace boards that are rotting or broken
- Ensure the garden looks neat: mowed grass, no weeds, trimmed hedges, lively plants, fill empty patches, etc.
- Remove any moss on decks, porches and patios
- Check gutters and roof for dry rot and moss
- Paint shutters, fences and siding
- Sweep out and organize shed in a tidy fashion
- Remove all toys, storage containers and other unnecessary objects
- Plant flowers
- Clean off roof and remove limbs touching the roof
- Ensure that outdoor lights and the doorbell are working
- Wash the driveway and sidewalk
- Replace broken window panes and fix torn screens
- Clean gutters and downspouts
- Stage the front porch or deck with comfortable furniture and stylish potted plants
- Power wash the siding and windows
- Clean up pet droppings
- Make sure your house numbers are visible from the street and look neat
- Place a simple attractive welcome mat at your doorstep
- Make your mailbox look clean and attractive, or get a new one
- Hide trash cans, recycling bins, compost bins, and garden hoses
- Remove the chicken and quail pens from the back of the property

pre-showing CHECKLIST

IF YOU HAVE 10 MINUTES UNTIL SHOWING:

- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put up your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Wipe down all countertops
- Close all the toilet seats
- Secure your pets or take them with you

IF YOU HAVE 1 HOUR UNTIL SHOWING:

- Vacuum all carpets
- Clean all glass and mirrored surfaces
- Scrub toilets and wipe down bathtubs
- Sweep and mop all hard-surfaced floors
- Put laundry away (or take it with you)
- Sweep the front porch and shake out the door mat to remove debris
- Wipe down kitchen cupboards
- Clear kitchen and bathroom countertops (except for decorative items)
- Make the beds
- Throw all your clutter in a laundry basket and take it to your car
- Put up your "show" towels
- Create light in the house by opening curtains and blinds and turning on ALL lights
- Empty all garbages into a garbage bag and put it in an appropriate room or take it with you
- Wipe down all countertops
- Close all the toilet seats
- Secure your pets or take them with you

ADDITIONAL TIPS:

During these times when you will be asked to show your home, maintain your home clean after having completed your initial deep cleaning. For example, clean as you cook to keep your kitchen clean, sweep floors regularly, make all of the beds in the morning, and open all of the blinds and curtains in your home after all your family members wake up. This will help you be more relaxed when you receive a phone call for a showing request, as you will have less cleaning to do before each appointment.

Additionally, it is a good idea to plan out where you and your family will go while a showing takes place. Arrange to have an on-call babysitter available or to make a plan with friends so that you know exactly where to go and how to entertain your children during these times. Don't worry, this is only temporarily!

