

How to Showcase Your Home in the Market: A Complete Seller Guide

Maximize Your Home's Value with Proven Staging, Styling, and Marketing Tips

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 **WRIGHT HOME**
SELLING TEAM

 **FATHOM**
REALTY

Why showcasing matters

- First impressions happen fast—studies show buyers form an opinion about a home within 7-10 seconds of entering.
- 95% of home buyers start their search online, making visuals and presentation crucial.
- A well-presented home attracts more showings and competitive offers.

“Homes that are staged sell 88% faster and for 20% more than those that aren’t.”

Hi, I'm Tim Wright, founder of the Wright Home Selling Team. Selling your home is a big step, and showcasing it in the best possible light can make all the difference. With years of experience in the Texas real estate market and a deep understanding of what buyers are looking for, my team and I are here to help you maximize your home's value and attract the right buyers.

Did you know that staged homes sell 88% faster and for up to 20% more than unstaged homes? First impressions matter—both in person and online. From decluttering and deep cleaning to professional staging and strategic marketing, this guide will walk you through proven steps to make your home stand out in the market.

Why Presentation Matters

Buyer Psychology:

Buyers often make emotional decisions based on first impressions.

Online Listings = Digital Curb Appeal:

44% of buyers won't even visit a home if the listing photos don't impress them.

81% of buyers say home staging helps them visualize the property as their future home (NAR).

Market Competition:

A well-staged home stands out and attracts better offers.

Promise:

“With the right presentation, we'll position your home to sell faster and for top dollar.”

Prepping the Canvas – Declutter & Depersonalize

Room-by-room decluttering checklist:

- Remove excess furniture to make rooms feel spacious.
- Clear countertops in the kitchen and bathrooms.
- Organize closets and storage areas (buyers will open them!).

Depersonalization:

- Remove family photos, memorabilia, and highly personal items.
- Keep decor neutral to appeal to a wider audience.



“Less is more” principle: Too much furniture or decor can make a space feel smaller.



Deep Clean Like a Pro

What buyers notice most:

- Smells, surfaces, bathrooms, baseboards, and carpets.

Checklist of must-clean areas:

- Windows and mirrors (remove streaks and smudges).
- Grout, tiles, and flooring (clean and polish where necessary).
- Baseboards, doors, and walls (wipe down scuffs and dust).
- Ceiling fans, vents, and light fixtures.
- Kitchen appliances (inside and out).

Consider hiring professional cleaners for a deep clean before listing.



Light it Up – Lighting & Ambiance

Maximize natural light:

- Open all blinds and curtains during showings.
- Clean windows to let in more light.

Upgrade lighting:

- Use daylight-balanced bulbs to create a bright, inviting atmosphere.
- Replace old or dim bulbs with higher-wattage options.

Accent lighting:

- Add table and floor lamps for warmth.
- Highlight architectural features with subtle lighting.

Homes with ample natural light sell for an average of 5% more.

Replacing outdated light fixtures can provide up to a 300% ROI.

Staging that Sells

Goal:

- Help buyers visualize themselves living in the space.

Key areas to stage:



Proper furniture placement makes rooms appear larger and more functional.

Styling for Photos



Why professional photography matters:

- Listings with high-quality images get 118% more views.
- Twilight photos can make a home appear mo

How to prepare for photo day:

- Remove personal items and clutter.
- Turn on all lights and open blinds.
- Stage key areas with decorative accents.

BONUS

Photo Day Checklist (Hide trash cans, fluff pillows, turn on all lights.)

Curb Appeal Counts

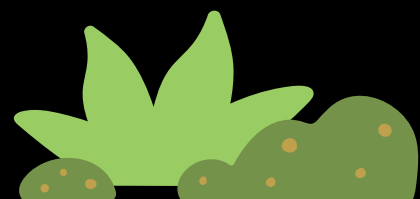


Landscaping & Exterior:

- Trim bushes and freshen mulch.
- Paint the front door for a fresh look.
- Clean or replace the mailbox and house numbers.

First impressions matter:

- Buyers decide within 10 seconds if they like a home's exterior.
- A well-kept yard can increase value by 10-12%.



Scent & Sound



Subtle, inviting scents:

- Vanilla, fresh linen, citrus.
- Avoid overpowering scents, as 30% of buyers are sensitive to strong smells.
- Avoid strong artificial fragrances, which can be overpowering.
- Play soft instrumental music during showings to create a relaxing environment.

Creating an Experience – Showings & Open Houses

Set the scene:

- Lights on, soft music, manage pet presence.
- Place fresh flowers or light candles for ambiance.
- Leave the house during showings to let buyers explore comfortably.
- Buyers prefer well-lit, neutral-smelling, and quiet environments.



**OPEN
HOUSE**

Homes that create an
inviting atmosphere sell
up to 6% faster.

Marketing & Online Presence

Exposure on top platforms:



Listings with video receive 403% more inquiries.

TIM'S PROMISE

“I market your home like a product launch.”

Bonus Tips from Tim

Home warranty:

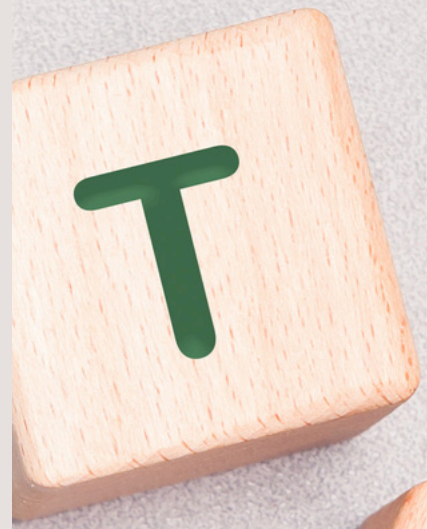
- A great selling perk that attracts buyers.

Minor repairs = major returns:

- Fix leaky faucets, patch holes, update fixtures.

Organized storage matters:

- A clean garage and spacious closets appeal to buyers.



Working with the Wright Home Selling Team

Organized storage matters:

- **Military Family Support:** As a veteran-led team, we understand the challenges of military relocations and VA loans.
- **Attention to Detail:** We handle everything, from staging to strategic marketing, ensuring your home stands out.
- **Expert Negotiations:** We maximize your home's value with skillful negotiations and market expertise.

Testimonial



Working with Tim and Meghan Wright as a partner has been a seamless experience. Their communication is always clear, timely, and professional, and their dedication to follow-through ensures every detail is handled with care. It's a pleasure collaborating with such reliable and proactive realtors!

Ready to Sell? Let's Talk!

“Let's create a game plan
to get your home sold.”

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