



Tips for Staging Your Home to Sell

Appearance is everything when you're getting ready to sell your home. That's where home staging comes in. Through staging, you can highlight your home's strengths, downplay its weaknesses and appeal to the greatest possible pool of prospective buyers. Here are top tips on how to dress your home to sell.

Say good-bye to clutter.

This is one of the most important factors of staging your home to sell. A major contributor to a cluttered look is too much furniture. This is one of the first things that professional stagers do when preparing a home to sell – often clearing away half of the owner's furnishings! Clearing out some of the furniture makes the rooms look larger and more appealing to potential buyers – also allowing them to visualize their own furniture in the space. And, don't forget to remove items from countertops in the kitchen and bathrooms.

If you have kids, be sure to get rid of the toys all around the house. For all you know, the buyers could be empty nesters.

Pack away personal items.

You want to show your home like it's a model home, right? Tidying up or packing away personal items is one of the simplest -- and cheapest -- things you can do to sell your house quickly. Prospective buyers won't be able to picture themselves in the house if they're surrounded by dozens of photos of your children and grandparents.

We suggest putting things in boxes and neatly stacking them in the corner of the garage. Anything extra should go in a small, rented storage unit.

Rearrange and neutralize rooms.

Rearrange the rooms in your home to reel in prospective buyers. Make sure each room has a distinct, useful purpose. All closets should be neat and organized. Storage bins can be used on shelves to hide items, as well.

If your home has been painted recently, consider yourself ahead of the game. If not, take a paintbrush to the rooms that need it most. Sellers who paint the interior of their home often see a large return on the investment.

Fresh, neutral paint on the walls, trim and doors is worth its weight in gold - and makes everything appear clean and new. Touch-up scuff marks on walls and fix those knicks you've wanted to fix.

Scrub and deodorize.

No one wants to look at a dirty, smelly home -- especially not prospective buyers. So make sure your house shines from top to bottom. After all, the goal is to help buyers imagine themselves actually living in the home. When buyers see an unkempt home or smell something when they first walk in, they become turned off immediately. In fact, most will rarely see past it to look at all of the great features in the home.

A great suggestion is to have the house professionally cleaned so that everything is spotless – carpets, windows, sliding glass door tracks, garage, basement, blinds, ceiling fans, etc.

Another great idea – Offer freshly baked cookies from the oven. This not only makes for a nice “thank you for touring our home” but also provides an intoxicating smell throughout the home!