

Stage Your Home to Sell

Staging your home is a powerful way to showcase your property's best assets. Here are some easy, affordable ways you can ensure your property is ready for the spotlight.

Clean Thoroughly

A clean home is a sign that you've taken good care of your property, so ensure yours is spotless. Give everything a deep clean from floor to ceiling, keeping in mind that homebuyers will look in closets, cabinets and under sinks.

Set the Stage

Buyers want to envision themselves living in your home. Remove items like family photos, framed diplomas, keepsakes, kid's artwork or toys. If you have pets, remove their toys, beds and feeding dishes.

Declutter

Not only is clutter an eyesore, but it also makes your home appear smaller. Now's the time to get rid of things you no longer need or consider getting a temporary storage unit. Give extra attention to closets, cabinets and pantries to give the impression of ample storage.

Lighten Up

Great lighting can make your home feel more inviting. Let in as much natural light as possible by opening all curtains and blinds. Turn on all the lights in every room, including closets - this saves buyers from having to hunt for light switches - and upgrade to higher wattage bulbs.

Staged Homes Sell Faster and for More¹

A recent survey of 4,600 staged homes revealed that

73%

of those homes sold for over listing price.

Staged homes sold an average of

\$40,000

over the listing price.

9 days faster

than the average days on the market.

Don't Forget the Exterior!

We often think of home staging as only applying to the interior, but the exterior leaves the ultimate first impression. Here are seven ideas to boost your home's curb appeal:

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- 1.** Mow your lawn.
 - 2.** Clean outdoor spaces and sweep walkways.
 - 3.** Organize and clean any patio furniture.
 - 4.** Purchase a new welcome mat.
 - 5.** Touch up chipping paint.
 - 6.** Plant some flowers.
 - 7.** Paint the front door a bright color.