

TIPS & NEWS ON HOME STAGING

OCTOBER 2006

VOLUME 1, ISSUE 1

Why is Home Staging Important?

- It helps to obtain the best possible selling price
- It will showcase your property affordably
- It will create home appeal for a broad range of potential buyers
- It will form an emotional connection with buyers and a positive first impression
- In general, a staged home will stand out from other homes in the same price range

Tips for staging your home:

- Carpets need to be cleaned. Have them professionally cleaned before putting your home on the market.
- Check all light fixtures. Are they working properly? Replace all burned-out light bulbs. Look for dark hallways and corners and increase the wattage of bulbs in those areas
- Make sure there are lamps with adequate bulbs in dark corners that are turned on for showings.
- Repair and repaint cracks on all walls and ceilings.
- Repair or replace broken light switches and switch plates. Clean any dirty areas around them.
- Keep all curtains and blinds open during the day to let in light and views.
- Reduce the number of pillows on couches to zero, one three or five. Remove all Afghans and blankets.
- Pack up all valuable items to protect them. If necessary, take them to a safe-deposit box.
- Houseplants need to be pruned and/or the number of plants reduced to create more space. If plants don't look healthy and are just barely clinging to life, put them away.
- Fireplaces need to be cleaned out. Glass doors should be cleaned. Mantels and hearths need to be cleared off except for a very few necessary items.
- Pack up all collections. They become a distraction for buyers
- Reduce the number of books on bookshelves. Pack up extra books early!
- Eliminate family pictures on shelves, pianos, and tables.
- Reduce the number of wall-hug photos and paintings in every room to one large piece on a wall or as small group of three. Make sure they are hung at eye level.
- Be sensitive to odors. Excessive cooking or smoking odors, dog or cat odors, baby, laundry, and mildew odors will turn off buyers.
- Wash all windows and make sure they operate freely. If the seal is broken on a double-pane window, replace it now.
- Repair items that are broken.
- Pack up the little things. Little things create clutter and they need to be packed up anyway.

INSIDE THIS ISSUE:

Why is Home Staging Important? 1

Tips for staging your home: 1

Who can benefit from Staging? 2

Recent project 2

A recent project in the heart of downtown Fort Collins

BEFORE	AFTER
	
Living Room	
	
Kitchen	
	
Dining Room	