

# Stage Your Home to Sell

Staging your home is a powerful way to sell it faster and at a higher price.<sup>1</sup> 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 More<sup>2</sup>

**82%**

of buyers' agents said a staged home made it easier for a buyer to visualize the property as a future home.

**47%**

of buyers' agents stated that home staging influenced most buyers' view of the home.

**23%**

of buyers' and sellers' agents agreed that home staging raised the price offered between 1% and 5%.

Staging the **living room** was found to be the most important for buyers (**46%**), followed by the **master bedroom (43%)** and the **kitchen (35%)**.

# 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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- A wooden front door with a transom window and a sign listing seven exterior home staging tips. The door is flanked by glass panels. To the left is a topiary tree in a black pot and a bucket of yellow tulips. A brown doormat with the text 'HOME Sweet HOME' is on the ground in front of the door.
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.