



Staging Your Home to Sell

GUIDE

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Staging - the art of styling a home to appeal to the demographic most likely to purchase it. In a study published by the National Association of Realtors, 81% of Realtors reported that Buyers find it easier to visualize a staged home as their future home.

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In this issue

An easy to follow manual to present your home to its best advantage. It identifies and shows the purpose of each room and adds value to your property. All in effort to maximize the final sale price. Our methods work!

Staging Your Home To Sell

How to sell your home faster and for more!

There is no doubt that in today's market, Staging is a must! You can read my previous Workbook that will cover all of the preparation such as cleaning and repairs. The last step is Staging.

What Buyer's Want

Buyers are looking for a home that meets their physical and psychological needs. They want to feel comfortable and envision themselves living there so you must appeal to all of their senses – touch, smell, hearing and taste.

Appealing to your Target Market

Look at your home through the Buyer's eyes. Your Realtor will be able to provide you with information on who your demographic is so you can stage to appeal to that market. For example, if you're in a family neighborhood that has good schools, chances are that's your target so all bedrooms should be set up as bedrooms. Whereas, empty nesters or a more mature couple, one bedroom might be set up as a study or an office then a guest bedroom.

Curb Appeal & Backyard Appeal

The exterior is equally important since your potential Buyer will get the first impression when they pull up and backyards (in Las Vegas) are often an extension of the home. The front of the home should be clean, landscaping neatly maintained, repairs made, possibly some fresh paint and potted flowers. Also, a new front door rug and shiny new door handle.

The back yard must be maintained, patching brown grass patches, possibly adding rocks, trimming bushes, potted flowers, solar lighting, a patio table and outdoor seating area. A nice touch is the Edison string lights on the patio cover.

The Interior Flow

The overall impression should be light, bright, and spacious. It's so important that each room have a designated purpose with good flow, traffic lines, showing off attributes, having focal points and properly sized furnishings. You may need to store or borrow furniture. It's important that all furniture is to scale.

Color

You want to neutralize. Repaint any rooms with bright paint or anything other than light taupe, beige, white or gray. You want to remove any murals, stickers or overly personalized items in kids rooms. These will also help to make your home light, bright and spacious.

Window Coverings

Also remove any bright draperies, valances or curtains that don't meet the floor. Plantation shutters really help to sell your home but if you don't have those, then consider adding 3" white blinds. Most of these can be cut from stock at Home Depot to fit your windows. Personally, I can't stand vertical blinds on sliding glass doors. When Staging or flipping properties I always remove those and opt for semi-sheer draperies, from ceiling to floor. This will give you privacy but let lots of light in.

Rugs

Area rugs help to anchor a seating area in the living and dining rooms and they add interest to bedrooms. Keep those neutral as well; using different textures is nice, such as a sisal, shag, flopped, or tone on tone. If your back patio floor is less than desirable, you might opt to also create spaces with outdoor rugs. Make sure they are the right size or they will chop up the room and actually make it look smaller. For example in the living room it must fit at least a foot under the sofa and chairs.

Lighting

Styles have progressed to a more modern, simple look. If you haven't changed out your lighting since you bought your home in 2002, it's a great time to change them out. You can find some inexpensive, more stylish lighting at Home Depot and Lowe's. Make sure nothing is brass unless its on trend with the new brushed brass. In Las Vegas, Buyer's tend to like ceiling fans in living rooms and bedrooms. I am not a fan for selling purposes. Lighting adds interest, makes your home look more on trend, and brightens up your home - think of it as an accessory.

Artwork

Always consider if an art piece will offend anyone. Remove sports memorabilia, awards, college degree certificates and trophies. Opt for some inexpensive, neutral artwork. Home Goods, TJ Maxx and Ross usually have inexpensive wall hangings. Make sure to hang it at eye-level and the scale is proper for the wall. Bigger is usually better.

Furnishings

Less is more. Much like each room, each piece needs to have a purpose. You might have a nice slim table in your entry way for dropping keys or another question in Buyer's minds is – "where will I put my china cabinet or buffet?" If you don't have one then get one; find a spot even if it doesn't fit in your dining room alongside your table. Also, you can't have a bunch of furniture crammed in because you like to watch tv in your favorite recliner. Store it for your next house. Remove any dirty or tattered furniture. If a huge space is absent then borrow or buy a new piece for your next home. If you have a tiny niche or space at the top of your stairs, consider having a small sitting area or have a carpenter build in a small desk.

Finishing Touches

New stylish pillow on your sofa in a neutral color will freshen the room. Add brand new fluffy towels in the kitchen and bathrooms. A sumptuous draped throw on a sofa or end of the bed makes it look luxurious. Consider changing out your bedspread and pillows. An all white bed looks clean, crisp, and stylish. Then consider a gray throw pillow and throw blanket.

Clutter

In the work book I discuss decluttering your home. Accessories are good but they should be thoughtfully grouped (odd numbers best) and bigger is better. In my blog I talk about styling a coffee table. Many of the principles can be applied to bookcases and end tables. If in doubt, leave it out – an empty table is better than a table cluttered with figurines.

Following this advice, even if you only spend (wisely) a few hundred dollars, it will add at least a few thousand to your sale price. If nothing else, even if your home is outdated, make sure its super clean. That goes a long way in making an impression.

Working With Stacy Sheeley



Stacy has a keen eye for interior design and staging. For sellers, she's usually able to recommend relatively minor changes that most strategically stage a home to meet market expectations. She also has a degree in marketing. As she's proven repeatedly, her knowledge and background in how to make a home more attractive and presentable leads directly to the ability to attract offers and sell a home quickly. [Click here](#) to view my blog which showcases my passion for design.

I would love to be your Las Vegas Realtor and get top dollar for your home with my techniques as I have hundreds of others. Contact me for a consultation.

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