

# *Staging* THAT SELLS

NVHOME  
*Collective*



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# WHY YOU SHOULD STAGE YOUR HOME WHEN SELLING

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.



83%

OF REAL ESTATE AGENTS SAID STAGING MADE IT EASIER FOR A BUYER TO VISUALIZE THE PROPERTY AS A FUTURE HOME.

40%

OF BUYERS' AGENTS SAID THAT HOME STAGING HAD AN EFFECT ON MOST BUYERS' VIEW OF THE HOME.

\*Statistics from the National Association of Realtors® Research Group, 2019

## TO STAGE OR NOT TO STAGE?

### PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

### CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste



# EASY, LOW-COST HOME UPGRADES WITH HIGH RETURN

Consider these lower-cost home upgrades before listing your home to make your home more attractive to buyers, resulting in a higher price tag and lower time on the market.

## **Repaint and clean walls**

- Using light shades of blue or gray have been shown to be more appealing to potential buyers
- In the kitchen paint baseboards, kitchen cabinets, trim, molding

## **Landscape**

- Add some color with flowers and shrubs
- Keep the lawn mowed and remove weeds

## **Upgrade lighting**

- Swap out old light bulbs with new brighter bulbs
- Add more lamps and accent lighting to brighten up darker rooms

## **Replace old appliances**

When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"

## **Consider renewing floor finishes and**

## **Replacing old carpets**

Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.



# HOME STAGING CHECKLIST

## CREATE A GAME PLAN

- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

## GO "MARIE KONDO" ON THE PLACE

- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

## KITCHEN AND BATHROOMS

- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

## CURB APPEAL

- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts

## FINISHING TOUCHES

- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds