

Staging Your Home 10 Steps to Get Top Dollar



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CHAMPIONS

The goal of home staging is to improve the homes appearance in the eyes of potential buyers. I get Ooh and Ahs, from homes that have been staged you don't want to hear 'we are going to need to fix that' from buyers on homes that aren't staged. In most homes this doesn't mean that you have to spend boatloads of money to make your home look fabulous, using much of what you have, placed correctly and some fresh touches may do the job. We all enjoy looking at HGTV, check them out on the web for more detailed ideas.

1. **Curb Appeal:** The outside sets the stage for what the buyers will see inside. You want the buyers to be excited to see the inside because the outside is inviting! Are the bushes trimmed and fresh flowers blooming? Is the house paint peeling? Are there dead spots in the lawn? Are the shutters in place and painted? Put yourself in the shoes of the buyer and look at your house from across the street and take notes – What would you be looking for?
2. **Bye, Bye Clutter:** Since you are moving anyway take this time to de-clutter. Put away your collections of matchbooks, shot glasses, dogs etc... you get the idea.
3. **Clean, Clean, Clean:** This may just be the most important. Have you been in homes that you wouldn't even want to sit or eat at because it is dirty? Look at the grout in the tiles around the house, get them cleaned! Polish up wood work, clean doors and the handle areas. Call in the Mary Maids if you need to. A good deep cleaning can do wonders in making the home like a place buyers would like to be.
4. **What Is This Room Used For?** Often we have the kids play toys, a computer table, and home office, a sewing area all in one room. This confuses the buyer. Each room should have a purpose, decide what it is and arrange it accordingly.
5. **Lighting:** To make your home warm and inviting you need great lighting. With today's energy efficient light bulbs it doesn't light our rooms enough. Change the bulbs to have 100 watts of lighting per 50 square feet. Aim for the 3 types of lighting in each room; overhead, task, and accent lighting.
6. **Neutral and Appealing:** Many of us have gotten out of our white paint box, but when selling a house bold colors can reduce offers. Paint a room a fresh neutral

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hue. Today's neutral hues range from beige to tans and homey to soft blue-greens.

7. **Furniture Groupings:** Less is more. In some homes we have taken out almost half of the furniture and opened up the rooms. In some rooms moving the furniture away from the walls will open up the room.
8. **Accessories:** Now that you have de-cluttered your home you want to replace your accessories. The rule of thumb is to be sure your groups have an odd number 3,5... don't place them in a line but think staggered triangles. Group your accessories by some uniting element like color, texture, or shape. That includes your wall decorations, don't just place a painting high in the middle of the wall, and stagger them at different heights. And remember less is better; your collection of shot glasses is packed now.
9. **Fresh Foliage:** Fresh flowers always add a warm touch to a house. Fresh flowers only last about a week save some money and take a look around and your yard – or friends – and place some seasonal color. Cut some branches from a bush or tree and bring the outside in. These will last longer and give a seasonal splash.
10. **Family Pictures:** Many staging companies recommend removing family pictures from around the house as this says 'you don't live here.' Personally I think some are fine, this may be something to discuss with your realtor.

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