

Stage Your Home to Sell

MAXIMIZE
YOUR PROFIT

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STAGE

YOUR HOME TO SELL



It has been proven time and time again that a staged home will sell faster and for a higher list price than a home that isn't staged.

There are specific areas inside the home that trigger an emotional response within buyers to make a purchase.

This guide provides actionable steps to stage those key areas of the home.

Best,
Elizabeth Straessle

START STAGING

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PROS v. CONS

OF STAGING A HOME TO SELL



A little bit of sweat-work



Sweat-work becomes
sweat-equity \$\$\$



It's a small investment



That will maximize your
profits and pay for itself

Rooms to Stage

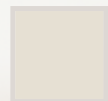
Focus on staging these rooms first, in no particular order, they are all important.



Kitchen



Living room



Bathroom



Owner's suite



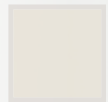
Other main living areas

Staging Tips

Focus on staging the aforementioned rooms and follow these tips to stage.



Declutter and put away any items that are personal. The only things that should be visible to potential home buyers are home related items - furniture, accessories, and home decor.



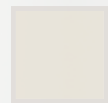
Deep clean your home from top to bottom. Make it sparkle and shine.



Paint a fresh coat of paint or walk around the home to touch up the existing paint.



Arrange the furniture in a way that will welcome your prospective buyer guests in and make them feel at home. Use your judgement to bring in additional furniture or to remove bulky pieces.



Make the beds and complete the look with added throw pillows.

Staging Tips

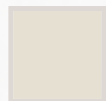
Focus on staging the aforementioned rooms and follow these tips to stage.



Store away all toiletries in a cabinet below the bath sink. That includes toothpaste and shampoo.



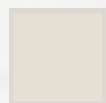
Remove most of the family photos. Keep some if they compliment the decor and accessorize the space.



Store away small trinkets, your valuables and treasures.



Balance the home's color scheme with neutrals and brights. If you're home is full of color, bring in some neutral paint or accents and vice versa, if the home has a neutral color palette, pull in some colored accents to brighten it up.



Stage the entry way with a welcome sign, seasonally planted flowers and fresh cut landscaping.

STAGE YOUR HOME TO SELL

AND MAXIMIZE YOUR PROFITS

Staging a home requires time, effort and possibly a small investment. When done right, the results will pay off and increase your overall profits.

Preparing your home and going the extra mile to stage it is not a step to skip when you're about to list a home. Without staging, you could actually lose money and time because it'll take longer to find the perfect homebuyer.

If you're unsure of how to stage your home, I'll be happy to provide you this service, complimentary.

Ready for a *one-on-one Seller Consultation*? Call me at (678) 535-9511 to set it up!

Watch your inboxes to receive the next edition of our *newsletter for helpful home tips and other real estate-related stuff!*



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