

Home Staging Information



The Basics

What is Home Staging?

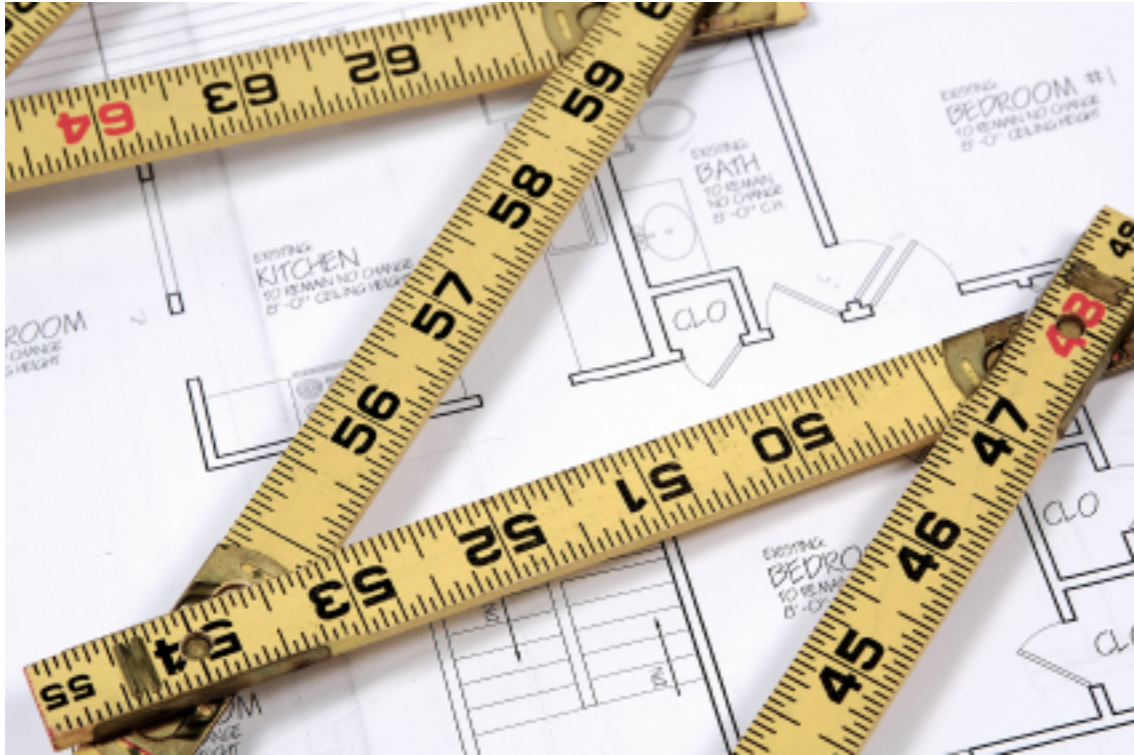
It is taking the time to prepare your home for sale before listing in order to present your house in the best possible light to potential buyers.

Why Should You Stage Your Home?

Studies by the US National Association of Realtors show that staging your home can result in a 7-11% increase in sale price as well as a 50% decrease in the time your house will spend on the market.



Getting Started



BEFORE YOU START THE STAGING PROCESS

1. Prepare yourself mentally
2. Look at your home through a buyer's eyes
3. Do an inventory
4. Make a list
5. Have a plan

Prepare yourself mentally

- ◆ take pictures to preserve the memory of your home
- ◆ detach yourself emotionally from your home, accepting that it will soon belong to someone else
- ◆ take a deep breath and prepare yourself for the work ahead; it may seem overwhelming, but remember, it should result in a better price and a quicker sale
- ◆ recruit friends and loved ones to help you with the process
- ◆ stay positive; although stressful, moving can help de-clutter your life and propel you towards your next great adventure

Look at your home through a buyer's eyes

- ◆ change your attitude; this is not your home anymore but a commodity that you are trying to sell for the greatest possible return on your investment
- ◆ buyers want to buy a 'move-in ready' home
- ◆ when they come to your home they will be looking for potential problems
- ◆ you need to find and eliminate these potential problems before the buyers even enter your home
- ◆ be critical; remember that even small problems like a squeaky hinge can suggest that there may be larger problems underneath

Do an inventory of all your belongings

- ◆ go through every room and scrutinize every item
- ◆ be ruthless in simplifying your life
- ◆ *throw away* all items that have no value to anyone
- ◆ *return* any items that you have borrowed
- ◆ *donate* any items that you no longer need
- ◆ *pack up* and label all infrequently used items, put these items into storage or use a GOBOX for added convenience
- ◆ *tidy* and organize all remaining items in storage containers and bins
- ◆ leave no stone unturned; at the end of this process your house should contain nothing but bare essentials
- ◆ remember that you are moving, so the more that you pack now, the less you will need to do in the end

Make a list

- ◆ go through the interior and exterior of your home with a note pad and a critical eye
- ◆ look at all grouting, caulking, weatherstripping, plugs, switches, phone jacks, door handles and hinges, fixtures, hardware, flooring, appliances, plumbing, electrical and mechanical; you need to find the problems before buyers do
- ◆ look at paint, counter-tops, tiling and flooring; is your home decor sufficiently modern and neutral to fit everyone's taste
- ◆ considering your time and budget, compile a list of all projects that you plan on completing during the home staging process
- ◆ consider hiring a home inspector to find anything that you might have missed as well as offer some tips on cost effective upgrades

Have a plan

- ◆ using your list of projects, compile:
 1. a shopping list of everything that you will need
 2. a reasonable time-line of your home-staging process
- ◆ start right away and stay on track

Step by Step

Now that we have covered the basics, let's get into some more detail. This chapter will start with a basic outline of the staging process and then apply that outline to specific areas in your house, providing you with more specific tips and suggestions for each area.



The Outline



CHAPTER OUTLINE

- 2.1 Basic Outline of Staging Process
- 2.2 Exterior Home Staging
- 2.3 Kitchen Staging
- 2.4 Bathroom Staging
- 2.5 Bedroom Staging
- 2.6 Living Room Staging
- 2.7 Garage Staging

A General Outline of the Staging Process

1. *Clear it out*

- ◆ remove all unnecessary items from your home
- ◆ tidy and neatly store all remaining items
- ◆ keep flat surfaces mostly clear except for a few very carefully selected decorative items

2. *Fix it up*

- ◆ make sure everything in your home is well maintained and in good working condition
- ◆ make sure major decor elements like paint, countertops and flooring are sufficiently modern and neutral for all potential buyers to be able to imagine themselves living in your home

3. *Scrub it down*

- ◆ clean down to the smallest detail
- ◆ don't forget things like grout, walls and fixtures
- ◆ if you are not feeling up to the challenge, consider hiring a professional cleaner

4. *Show it off*

- ◆ make sure your home is totally ready on show day—brightly lit, freshly cleaned and smelling good

Exterior Staging



CURB APPEAL

How your home looks when potential buyers first drive up is extremely important. Buyers often decide if they will buy a home in the first thirty seconds that they see it. Take a look at your home from the curb and ask yourself—would I buy this?

Clear it out . . .

- ◆ remove all unneeded toys and tools from yard
- ◆ tidy and organize shed and/or garden tools
- ◆ neatly coil all hoses and hang from a wall

Fix it up . . .

- ◆ check roof and repair if needed
- ◆ clean eavestrough and repair/replace if needed
- ◆ check all fencing and paint, repair or replace if needed
- ◆ check doors and trim and paint or repair if needed
- ◆ check all windows and screens and repair if needed
- ◆ check all caulking and weatherstripping and repair
- ◆ check door bell and lights and repair if needed
- ◆ oil all gates and doors
- ◆ neatly trim all trees and bushes; make sure that they do not block light from house
- ◆ weed and mulch flower beds and gardens
- ◆ remove all weeds and grass from walkways and driveways
- ◆ edge grass around walkways and gardens
- ◆ update landscaping if needed

Scrub it down . . .

- ◆ power wash entire house exterior and roof
- ◆ power wash all decks and fences
- ◆ power wash driveway and scrub away any stains
- ◆ scrub down all lawn furniture
- ◆ clean and polish BBQ
- ◆ clean all exterior windows; you may need a ladder
- ◆ remove all pet debris
- ◆ fertilize lawn and water regularly to green grass
- ◆ cut lawn
- ◆ if it's winter or fall, rake or shovel as needed

Show it off . . .

- ◆ make the front entrance a warm and inviting focal point
- ◆ add an all-season wreath, a hanging flower arrangement and/or a new door mat to make your home more inviting to potential buyers
- ◆ clean and polish house numbers and mailbox; update if needed
- ◆ if you have a large empty yard, consider adding a hammock or seating area to make it more inviting



Kitchen Staging



APPEALING TO THE LADIES

A kitchen is a major selling feature of a house. Often women buyers go straight for the kitchen and rate it as 'very important' in their final purchasing decision. Investing your time in staging your kitchen will pay off in the end.

Clear it out . . .

- ◆ remove all old or unwanted food items and/or kitchen equipment and tidy cupboards and drawers
- ◆ remove all appliances and all other items from countertops
- ◆ clear fridge of magnets and personal stuff

Fix it up . . .

- ◆ check that all appliances and vents are in good working condition
- ◆ check all plumbing and faucets, repair if needed
- ◆ check grouting and caulking, redo if needed
- ◆ check that all cupboard doors and drawers open properly
- ◆ consider painting: are your wall colours neutral and inviting?
- ◆ consider upgrading cabinets or hardware: is your cabinetry dated or out of style? Painting cabinets and changing your hardware can make for very cost effective upgrades
- ◆ consider upgrading backsplash or countertops; this can also be a cost effective way to add pop to your kitchen
- ◆ consider upgrading appliances or plumbing fixtures; this can be a bit more expensive of a renovation but can really give your kitchen a sense of style and luxury

Scrub it down . . .

- ◆ clean out all cupboards and drawers; use liners to conceal any damage or stains
- ◆ clean out fridge and put in an open box of baking soda to get a nice, fresh scent
- ◆ clean oven
- ◆ clean all countertops, walls, appliances and fixtures with great attention to detail
- ◆ tidy and neatly store cleaning supplies under the sink
- ◆ clean and wax floors until they shine
- ◆ polish all smooth surfaces until they shine

Show it off . . .

- ◆ put a colourful bowl of fruit on the counter for an accent
- ◆ make sure all kitchen lights are on and all countertops are shining brightly for showing
- ◆ have fresh, clean dish towels for showing in colours that compliment your decor
- ◆ have a fresh clean floor mat under the sink
- ◆ ensure sink is spotless at all times
- ◆ set table in a warm, inviting fashion



Bathroom Staging



LUXURY BATHROOMS SELL HOMES

It is said that kitchens and bathrooms sell homes. This is again a wise place to put your home staging efforts to gain better returns. Also don't forget to make sure it is beyond clean; dirty bathrooms can be a deal breaker for potential buyers.

Clear it out . . .

- ◆ remove all clutter and personal items from countertops
- ◆ clear out inside of counters and drawers, removing anything that you don't need and putting the rest back in an organized and tidy fashion

Fix it up . . .

- ◆ install toilet paper dispenser and towel racks if not already installed
- ◆ check that faucets and plumbing are in good working condition and repair as needed
- ◆ check lights and fans and repair as needed
- ◆ check switches and outlets and repair as needed
- ◆ check door handle, hinges and lock and repair as needed
- ◆ check that all cabinets and drawers open and close properly and repair as needed
- ◆ consider painting: is your colour scheme modern and neutral? Painting dated tiles can be a cost effective renovation.
- ◆ consider up-dating hardware and plumbing; these inexpensive upgrades can really add value to your bathroom
- ◆ consider up-dating flooring; changing the flooring can really go a long way towards updating your bathroom

Scrub it down . . .

- ◆ clean relentlessly; scrub every corner and crack as a dirty bathroom is a real turn-off
- ◆ clean inside of cupboards and drawers and cover with shelf paper to hide any damage or stains
- ◆ remove all mildew and soap scum
- ◆ clean and wax all floors until they shine
- ◆ polish all smooth surfaces
- ◆ soak shower head in cleaner until it runs properly if needed

Show it off . . .

- ◆ have clean, fresh towels for showing in bright colours that compliment your decor
- ◆ have a bright, matching and freshly clean floor mat
- ◆ have one carefully selected decorative item on counter as an accent
- ◆ leave shower curtain partially open so potential buyers feel welcome to look inside
- ◆ ensure counters and sinks are spotless and shining
- ◆ turn on all the lights so your bathroom positively glows



Bedroom Staging



WARM AND INVITING

Bedrooms, especially the master bedroom, are very important to potential buyers. Ensure that bedrooms are warm and inviting as well as sufficiently neutral for potential buyers to imagine themselves cozy inside.

Clear it out . . .

- ◆ clear out and organize closet, tables and dressers
- ◆ leave nothing personal on tables or counters
- ◆ remove any non-essential furniture

Fix it up . . .

- ◆ check lights, fans, switches and outlets then repair
- ◆ consider painting or adding moulding to make a dated room more appealing
- ◆ consider updating flooring or adding storage to closets to add further value

Scrub it down . . .

- ◆ clean shelves, closets, walls and fixtures
- ◆ clean mirrors, windows, curtains and blinds
- ◆ clean and polish floors

Show it off . . .

- ◆ have clean, simple window treatment that allows for lots of natural light
- ◆ have clean, stylish linen that compliments your decor for showing
- ◆ make the bed and turn on lights when showing the house

Livingroom Staging



DEPERSONALIZE

When staging your home, try to take yourself and your tastes out of it. The living room should appear friendly and inviting with lots of space. But, most importantly, it should be attractive to all kinds of potential buyers.

Clear it out . . .

- ◆ clear out, or neatly store all personal items and remove any unnecessary furniture to create a sense of space
- ◆ hide TV inside a cabinet if possible or if not at least tidy cords with velcro strips

Fix it up . . .

- ◆ check lights, fans, switches and outlets and repair as needed
- ◆ check that fireplace is in good working condition
- ◆ consider paint, moulding, floors or built-in storage as very cost effective ways of improving your return

Scrub it down . . .

- ◆ steam clean upholstery and carpet
- ◆ clean windows, curtains and blinds
- ◆ clean fireplace, walls and fixtures thoroughly

Show it off . . .

- ◆ have a clean, simple window treatment that allows for lots of natural light
- ◆ group furnishings in inviting, conversational groupings
- ◆ have nice, complimentary throw pillows and a few sparse decorative items for that extra bit of style

Garage Staging



IT'S A MAN'S WORLD

Men gravitate towards the garage. Having a clean and well staged garage will definitely improve how your house shows to them.

Clear it out . . .

- ◆ pack away and store unneeded things
- ◆ neatly hang tools on peg boards and equipment on hooks
- ◆ use bins and containers to make storage areas look neat

Fix it up . . .

- ◆ check garage door and repair if needed
- ◆ ensure adequate lighting throughout garage
- ◆ check door handle, hinges and lock and repair if needed
- ◆ check switches and outlets and repair if needed
- ◆ consider adding shelving for improved storage and versatility of space

Scrub it down . . .

- ◆ sweep and clean floor; scrub away any stains
- ◆ empty and clean trash cans
- ◆ clean up shelves and cupboards
- ◆ repair any damage to walls, doors or windows

Show it off . . .

- ◆ open door and turn on lights
- ◆ remove vehicles to create a sense of space

Finishing Touches

Now that you have done some work, you are nearly ready to put your home on the market. There are just a few finishing touches left that will help you sell your home quickly and get top dollar.



Before you Show



MAKE SURE THAT YOU ARE READY

Before the first home showing, take the time to make sure that you are really ready to put your best foot forward.

Shop your area

- ◆ take the time to go and look at comparable houses in your area, then try to be a bit better than the competition

Make a great listing

- ◆ most home buyers start their search on the internet, so pay very close attention to what you are putting out there
- ◆ take great pictures and use catchy language to highlight the best features of your home

Gather Information

- ◆ potential home buyers have many questions; try to answer these questions in advance with preparation
- ◆ make copies of the listing to distribute at showings
- ◆ have your house inspected to save time and provide copies of inspection report
- ◆ have information available on the strata and utility bills
- ◆ compile a list of upgrades that you have made

Make Sure There Are No Ghosts in Your Closets

- ◆ review your home staging preparations
- ◆ make sure your home is de-cluttered, de-personalized, totally functioning and sparkling clean

Show Time



ON THE DAY YOUR HOME IS TO BE SHOWN

After all of your preparation, make sure that your home is fully ready to go on the day it is shown. There are just a few extra steps to ensure all the hard work in staging your home does not go unnoticed. Then you can sit back and wait for the offers to come in.

Last minute preparations . . .

- ◆ make sure everything is spotless and shining
- ◆ empty all garbage containers
- ◆ put away valuables
- ◆ make plans for children and/or pets
- ◆ turn on all the lights
- ◆ play some soft music
- ◆ create pleasant smells with essentials oils, baking or coffee
- ◆ maintain a comfortable temperature
- ◆ have a sign and an awesome entry that draws people in
- ◆ make space at the doorway for coats and shoes of potential buyers
- ◆ put out info for buyers including:
 - copies of MLS listing
 - copies of home inspection
 - strata info
 - utility info
 - sample bills
 - list of home upgrades

Resources

Goboxes are an ideal way to help organize yourself when you are preparing to sell your home. They also help make moving a more sane experience. Call us at 250.374.4646 for more info.

As well, here are more resources on home staging including:

- websites
- videos
- home staging professionals in Kamloops



HGTV tips:

<http://www.hgtv.com/real-estate/10-best-kept-secrets-for-selling-your-home/index.html>

<http://www.hgtv.com/decorating-basics/15-secrets-to-selling-your-home/pictures/index.html>

For sale by owner website:

<http://www.forsalebyowner.com>

<http://www.youtube.com/watch?v=Tk9YURL6iHc&feature=related>

Remax Home Staging Videos:

http://www.youtube.com/watch?feature=player_embedded&v=CbpfxmvR0mg

http://www.youtube.com/watch?feature=player_embedded&v=myLX2eOpA7o

<http://www.youtube.com/watch?v=VSijckOFWVs&feature=relmfu>

<http://www.youtube.com/watch?v=-4eEtVzqhkE&feature=relmfu>

Professional Home Staging in Kamloops Area:**Take 2 Staging:**

<http://www.take2staging.com/>

Phone: 250.318.4263

DLT Staging and Design:

<http://www.canadianstagingprofessionals.com/pages/index.php?cspid=228>

Phone: 250.377.3923 or 250.319.3923

Women at Work Interior Design:

506 Garibaldi Drive
Kamloops, BC V2E 2A9, Canada
Phone: 250.819.4535

Mobile Moving & Storage:

GO BOX Storage: a home-grown Kamloops company

<http://www.goboxstorage.ca>