

# Home Stager's Cheat Sheet

You can help get the results you want by staging your home. Staging is not about redecorating your entire home. It is about rearranging what you do have and making a few improvements to appeal to more buyers.

If you don't want to do this yourself, ask your RE/MAX Sales Associate to recommend a professional stager. It can pay for itself by helping sell your home more quickly and for a better price.

*In a controlled test, staged homes sold on average in half the time of unstaged homes.* - Real Estate Staging Association

*A staged home will sell, on average, for 17% more than an unstaged home.* - U.S. Department of Housing and Urban Development

*Here are a few ideas to make this process easier.*

## De-Personalize

The #1 rule in staging is to de-personalize. Pack up those personal photographs and family heirlooms.

## De-Clutter

Almost every home shows better with less furniture.

- Pare furnishings down to the bare essentials
- Pack up those cute knickknacks
- Clean off everything on kitchen counters
- Remove personal items from bathroom counters

## Rearrange Closets and Cabinets

Buyers will open closets, kitchen and medicine cabinets.

- Organize pantry and cabinet contents
- Reduce closet contents to half-full and organized
- Neatly arrange clothing, shoes and shelf items
- Put medicines and personal items out of sight

## Remove Favorite Items

If you're going to take window coverings or fixtures with you, remove them now. If buyers don't see something, they won't want it as part of the deal.

## Make Minor Repairs

- Replace burned-out light bulbs
- Replace cracked floor or counter tiles
- Patch holes in the walls
- Fix leaky faucets and doors that don't close properly
- Consider painting the walls neutral colors

## Create Great Curb Appeal

If buyers won't get out of the car because they don't like the exterior, you'll never get them inside.

- Keep the sidewalks cleared
- Mow the lawn and trim the bushes
- Paint faded window trim
- Plant or pot colorful flowers
- Make sure visitors can clearly see your house number

## Make the House Shine

- Wash windows inside and out
- Re-caulk tubs, showers and sinks if necessary
- Polish chrome faucets and mirrors
- Clean out the refrigerator
- Vacuum regularly
- Dust furniture, ceiling fan blades and light fixtures
- Clean dingy grout
- Replace worn rugs
- Hang up fresh towels
- Replace that old shower curtain

## Showing Your Home

If the house looks comfortable, but not personal, you are almost done.

- Open drapes to let the sunshine in and turn on lights
- Fresh flowers are a little luxury that make people feel good
- Make sure the temperature is comfortable
- Appeal to all the senses. Your home should smell fresh.
- Outdoor living spaces are becoming more important to people today, so add a few decorating touches



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