

Money Spent on "Staging" a Home Can Pay Big Dividends in the Sale Price



Selling real estate is about marketing. Most of the marketing effort is spent trying to get qualified buyers to your front door. But the end game is trying to make sure that potential buyers make an attractive offer on your home. That's where "staging" comes in. Staging is about making your house ready for show.

Some sellers hire staging professionals to completely redecorate their home for sale. But if you can't afford that kind of specialist there's a lot you can do yourself while not breaking the bank.

Here are my tips for staging your home:



Improve the "Curb Appeal." The outside of the house makes the first impression. If the "curb appeal" is strong, people will want to see what is inside. To improve a home's appearance, water and mow the lawn, trim the trees, cut back overgrowth and plant some colorful flowers. Also, properly store bicycles, gardening equipment and children's toys. In addition, be sure the front door has a "welcome" feeling. A fresh coat of paint on the front door works wonders for a good first impression.



Remove the Clutter. Virtually all homebuyers are on the lookout for one thing - a clean, spacious home. The two most important rooms in a buyer's mind are the kitchen and bathrooms. Make certain these rooms are sparkling clean and in good condition. Avoid overflowing closets and consider storing some furniture to open space in rooms. Buyers need to imagine themselves living in the home.



Make Any Necessary Repairs. Homebuyers will automatically expect all features in a home to operate safely and efficiently. If a buyer notices a number of problems, they may question whether the home has been cared for. Any faulty or outdated electrical outlets and wiring, furnaces and water heaters, along with leaking roofs and other plumbing concerns, should be repaired prior to putting a house on the market.



Avoid Displaying Family Photos or Collectables. If you have a lot of family photos or personal memorabilia, you may want to put most or all of them away during an open house. You want potential buyers to be able to picture themselves living in your home, and that's harder to do if they see you and your family everywhere they turn.



Give Your Home a Fresh Coat of Paint. If you haven't painted in the past few years, consider a fresh coat. This is a relatively inexpensive way to make the place look clean and new. A fresh coat of paint can really lift the atmosphere in a home. When considering colors remember that everyone's tastes are different so the safest color choices are neutral tones.



Work With Your Agent on Staging. Being objective is hard when it comes to your own home. What looks fine to you may not to someone else. So it's important to find an objective third party with experience in proper staging.

With interest rates remaining low, now is a great time to sell. If you are considering a move, please don't hesitate to call on me. I can put my expertise in staging to work for you while effectively marketing your home to get it sold. Please call me today for more details.



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