




21 Home Staging Tips

SIMPLE TIPS TO SELL YOUR HOME FOR MORE

SelectaService.ca



People Buy With Emotions, How Does Your Home Make Them Feel?

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Bonus Gift: Darby Covers the cost of a Professional
Staging Consultation



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1. Boost Curb Appeal

This is something you always hear, and with very good reason. Many people think of touring your home will do a quick drive-by first, often deciding on the spot if it is even worth a look inside. Make sure your home is ready to lure in onlookers with these tips:

- Power wash siding and walkways
- Hang easy-to-read house numbers
- Plant blooming flowers and fresh greenery
- Clean Out, Trim bushes, weed, re-edge, and add fresh mulch to gardens
- Mow lawn, and reseed or add fresh sod as needed in key areas
- Wash windows
- Repaint or stain the porch as needed

2. Welcome Visitors With An Inviting Porch

Even if you only have a tiny stoop, make it say "welcome home" with a clean doormat, potted plants in bloom and - if you have room- one or two pieces of neat porch furniture. Keep your porch lights on in the evenings, in case potential buyers drive by. Illuminating the front walk with solar lights is a nice extra touch, especially for evening showings.

3. Get Your House Sparkling Clean

We actually pay for professional cleaners to clean your entire house so that you don't have to. If you'd rather do it yourself you can see a full 26-step process on our website darbyhiles.ca/resources.



4. Clear Away All Clutter

If you are serious about staging your home and selling for top dollar then all the clutter must go. It's not easy, and it may even require utilizing offsite storage temporarily, but it is well worth the trouble and expense. Clean and clear all surfaces, floors, cupboards, and closets. Creates more space and reduces stress in the eyes of buyers, so purge anything unnecessary or unsightly.

"But it's my style", guess what? It may not be the style of those seeking to buy your house who would be willing to pay top dollar. You have to rein in your personal preferences in order to appeal to the greatest number of people. You have to detach yourself from your current home and start looking forward to your new home.

5. Strike a Balance Between Clean and Lived-In

Yes, I know I just said to get rid of all your clutter (and you deserve a big pat on the back if you did it), but now it's time to judiciously bring back a few elements that will really make your home appealing. Think vases of cut flowers, a basket of fresh farmer's market produce on the kitchen counter, or a bowl of lemons and apples. The idea is to bring life and color into your listing.

6. Style Your Dining Table

The dining room is often a blind spot in decorating the home. Between dinners, a large dining table can look bare and uninviting, so styling it up with visitors in mind can increase the appeal. An oversize arrangement can look too stiff and formal, so try lining up a series of smaller vessels down the center of the table.





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7. Take a Good Look at Your Floors

At the bare minimum, give all floors a thorough cleaning (and steam clean carpets), but consider having wood floors refinished if they are in poor shape. The strategic placement of area rugs can also go a long way.

8. Rearrange Your Furniture

In the living room, symmetrical arrangements usually work well. Pull your furniture off the walls and use pairs (of sofas, chairs, lamps) to create an inviting conversation area.

9. Choose Sophisticated Neutral Colors

Now is not the time to experiment with that "fun"-looking lime green. But that doesn't mean you need to go all white either. Rich midtone neutrals like mocha and "greige" create sophisticated backdrops that make everything look more pulled together.

10. Create a Gender-Neutral Master

Appeal to everyone with a clean, tailored master bedroom, free of personal items and clutter. You can't go wrong with clean, crisp linens, tasteful artwork, and a blanket folded at the foot of the bed.

11. Open Those Closets

Visitors will peek inside your closets. Closet space can be a make-it-or-break-it selling point for buyers, so show yours off to their full advantage by giving excess stuff the heave-ho. Again, this is really important, so even if you need to store a few boxes elsewhere, it's worth it. Aim for 20-30% of open space in each closet to give the impression of spaciousness.



12. Clean Up Toys

Of course there will be families with children looking at your home, but just because they have kids doesn't mean seeing toys strewn everywhere will sell them on the place. When people are house hunting, they are imagining a fresh start. Show them that in this house, it is possible to have a beautifully organized kid's room and they may be swayed

13. Use "Extra" Rooms Wisely

If you have been using a spare bedroom as a dumping ground for odd pieces of furniture and junk, it's time to clean up the act. Each room should have a clearly defined purpose, so think about what potential buyers might like to see in that room. Maybe an office, a guest room, a kid's playroom? Whether you buy inexpensive furnishings, rent them, or borrow some from friends and family, making a real room out of a junk room will have a big payoff.

14. Try a Pedestal Sink to Maximize Space

If you have a small bathroom but a huge cabinet-style sink, consider swapping it out for a simple pedestal version and your bathroom will instantly appear bigger.

15. Use Only Perfect Personal Accents

Especially in the bathroom, it is important that anything left out for visitors to see is pristine. If you have a gorgeous fluffy white bathrobe, hanging it on a decorative hook on the door can be an attractive accent- but if your robe is more of the nubby blue floral variety, you might want to hide it away. Look at every detail with a visitor's eye- bars of soap should be fresh and clean or not there, spotless towels, garbage always empty, you get the idea.





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16. Entice People to Explore the Entire House

By placing something that draws the eye at the top of the stairs, in hallways or in corners, you can pique curiosity and keep potential buyers interested throughout the entire home tour. A piece of artwork, a painted accent wall, a window seat, a vase of flowers, a hanging light or even a small rug can all work to draw the eye and attention of buyers.

17. Show How You Can Use Awkward Areas

If you have any room beneath the stairs or a nook or alcove anywhere in your home, try to find a unique way to show it off. You could set up a small workstation, a home command center with a whiteboard, built-in shelving, a collection display, an artwork display, or whatever else you can think of. This way your awkward spaces turn into a selling point.

18. Beware of Pet Odours

Really, this can be a big one! If you have pets, get all rugs steam cleaned and be extra vigilant about vacuuming and washing surface. Also, be sure to keep any extra-loved pet toys and bones hidden when tours are scheduled.





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19. Create a Lifestyle People Are Looking for

Generally speaking, you want to play up what your neighborhood or area is known for. Have a house in a quiet, grassy suburb? Try hanging a hammock in your backyard or placing a bench swing on your porch. Whatever you can do to highlight what they'd be able to do if they lived there.

20. Stage the Outdoors Too

Even if your condo has only a teensy postage-stamp-size balcony, play it up with a cute cafe table and chairs, a cheerful tablecloth, and even a little tray of dishes or a vase of flowers. When people look at this scene, they won't be thinking "small", they will be thinking, "what a cute spot to have breakfast".

21. Think Seasonally

Make sure your garden is in beautiful shape in the summer, and that any extra features you have, like a pool or a fire pit, are cleaned and ready to go. Take advantage of the cozy vibe of the season in autumn and winter, by building a fire in the fireplace and leaving hot apple cider for guests.





Bonus Gift:
**I'm Going to Pay for a Professional
Staging Consultation For You**

**This Way You'll Know Specifically What You Do and
Don't Need to do in Order to Get Top Dollar**

This certificate entitles you to a staging consultation from the professionals at Simcoe Staging. Darby Hiles will pay for the costs associated with this consultation as a gift to you and to demonstrate his commitment to helping you.

Please indicate when you plan on moving,

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Email this signed and completed certificate to
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