

Staging Your House To Sell

Through my years of experience, I have found common threads for selling your house. Two of them are: *be prepared at all times for a showing*, and *clean sells*. I have read many articles and have written articles that will assist you in getting maximum results. Here are a few more ideas.

❖ **Disassociate Yourself From Your House**

Say to yourself “This is not my home; it is a house.” Make the mental decision to “let go” of your emotions and focus on the fact that soon this house will no longer be yours. Don’t look backwards - always look toward the future.

❖ **De-Personalize**

Pack up those personal photographs and family heirlooms. Buyers can’t see past personal artifacts, and you don’t want them to be distracted. You want buyers to be able to imagine their own photos on the walls. You want them to say “I can see myself living here.”

❖ **De-Clutter**

People collect an amazing amount of junk. You might consider this: if you haven’t used it in a year, you probably don’t need it.

- Remove excess books from bookcases
- Pack up your knick knacks
- Clean off everything on your kitchen counters
- Rearrange your closets and kitchen cabinets

Spacious and neat is the message you want to send. No one likes to be cramped.

❖ **Rent a Storage Unit**

Almost every home shows better with less furniture. I have said on many occasions less is better. Remove furniture that blocks hallways, paths and walkways. Remove extra leaves from your dining room table to make the room appear larger. Leave just enough furniture in each room to showcase the room’s purpose and to show you have plenty of room to move around.

❖ **Make Minor Repairs**

- Patch holes in walls
- Fix leaky faucets
- Fix doors that don't close properly and jammed kitchen drawers.
- Consider painting your walls a neutral color
- Replace burned-out light bulbs

❖ **Make the House Sparkle**

- Wash windows inside and out
- Rent a pressure washer and spray down sidewalks and the home's exterior
- Clean cobwebs
- Re-caulk tubs, showers and sinks
- Polish chrome faucets and mirrors
- Clean out the refrigerator
- Vacuum daily
- Wax floors
- Dust furniture, ceiling fan blades and light fixtures
- Bleach dingy grout
- Replace worn rugs
- Hang fresh towels

❖ **Scrutinize**

- Go outside and open your front door. Stand there. Do you want to go inside? Does the house welcome you?
- Linger in the doorway of each room and imagine how your house will look to a buyer
- Examine carefully how your furniture is arranged; make sure the furniture complements the room.
- Make sure window coverings accent the room without overpowering it
- Make sure each room has impact and pizzazz
- Does it look like no one lives in your house? If so, you are ready!

❖ **Check Curb Appeal**

If a buyer won't get out of the REALTOR's® car because of the exterior, you'll never get them inside to look.

- Keep sidewalks clear
- Mow the lawn
- Paint faded window trim
- Plant yellow flowers or group flower pots together. Yellow evokes a buying emotion. Marigolds are inexpensive.
- Trim your bushes
- Make sure your house number can be clearly read.

Every seller wants their house to sell quickly and bring top dollar. Well, it's not luck that makes that happen. It's careful planning, the right REALTOR® and knowing how to professionally spruce up your house. Hopefully these ideas will cause buyers to go scurrying for their checkbooks.

This article is to be used as an informational tool only and does not guarantee the sale of your property. If you would like to receive a "Room To Room" selling checklist packet contact Deborah Burton e-mail dburton@dburtonrealty.com or call 256-259-5800