

STAGING AND SHOWING TIPS

First impressions are so important! Buyers often make the decision to buy – or not to buy – based solely on a home’s “curb appeal”. And inside your home you should strive for it to “show just like a model home.” You can easily create a great first impression through proper “staging.” by observing some basic showing guidelines.

Exterior trim, siding, garage doors, etc. should be clean or freshly painted.

Tidy up the grounds. Create that park-like appeal with lush, green, freshly mowed lawns. Prune and trim the shrubbery and put those colorful flowers in the right places.

Keep all sidewalks, driveways, patios and steps clear of toys and other hazards.

Your front door leaves a vital first impression. Be sure it is clean, oiled, or freshly painted. Attractive matching locks and hardware create a first class image.

Your special pet can be distracting to some buyers. Please put pets outside when the inside of the home is being shown and inside when the grounds are being shown.

Prospective buyers are often uncomfortable when the owners are at home. If you are at home during showings, please take a walk around the block or sit quietly in the living room. Give the Realtor the opportunity to get the feedback from the prospects.

Leave the showing to the agent. Be polite and friendly if the prospective purchasers wish to communicate directly with you, but tactfully avoid any discussion with the buyers with regard to price, terms, possession, etc. Let the Realtor handle these.

Dress up windows with clean, color-coordinated drapes, curtains, mini-blinds, etc.

Fresh interior paint makes a great first impression. It looks great and even smells “new.” We recommend off-white and other “soft-tone” shades.

Turn off the TV when the house is being shown. Instead, put on some nice easy listening music on the stereo with the volume at a subtle level.

During the winter months, build a warm, friendly fire in the fireplace or wood stove.

Create pleasant aromas through the use of potpourri, room deodorizers, that “fresh baked” smell from the kitchen.

Make as much use of natural light as possible. Supplement with natural light through the use of electric lights which create atmosphere, but without glare.

Ensure that all appliances, fixtures, and gadgets are operating properly. Check that all fixtures and lamps have the correct wattage bulbs.

Ask the children to make that extra effort to “stage” their rooms. Remove posters and have other wall clutter. Make beds and keep the desk and closets neat and tidy.

Do whatever it takes to eliminate pet and “sweat sock” odors. Unpleasant odors will kill a potential sale faster than a speeding bullet. Replace carpets if necessary.

All carpets should be professionally cleaned prior to showings. Avoid steam cleaning. Ask your agent about the new carbonated dry cleaning methods.