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staging WORKBOOK

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By The Numbers

Every seller wants their home to sell quickly for a large profit, but it takes more than luck to make this happen. It involves careful planning and knowing how to professionally prepare your home to convince buyers to pull out their checkbooks.

Staging a home can be a strategic marketing tool to help buyers imagine themselves living in your home and fall in love with their new property. There is a reason that new home builders pay more than $100,000 per home in professional staging and design.

Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows - when done correctly it can help a home sell for more money in a shorter amount of time.

82% of real estate agents said staging made it easier for a buyer to visualize the property as a future home. This includes the ability to visualize the true size and capacity of each room.

91% of buyers' agents said that home staging had an effect on most buyers' view of the home. Most importantly, the Buyers ability to overlook flaws in the home.

15% is the average increase in sales price between a staged home and a vacant home. Using the recent national average home price of $432,000, this means an investment of staging could result in an increased sale price of more than $60,000.

*Statistics from the National Association of Realtors® Research Group, 2021



Stage In Place Consultation

A professional staging consultant will evaluate your home room by room to create a strategy for preparation.

You will be provided a complete, easy to follow list on which items should be kept vs. which items should be stored or moved for showings.

The stager will also make suggestions for simple switches to improve the appearance like painting accent walls, switching out bedding, window coverings, etc.

PRO This strategy is very cost effective since it utilizes your current furniture.

CON Your furniture may not be the ideal size or style to capture top dollar.



Virtual Staging

Virtual staging uses computer generated furnishings & design pieces over the top of physical photos. Virtual staging may be used in tandem with or in lieu of physical staging.

This strategy can also help buyers visualize the space, particularly oddly shaped or multi-use spaces.

PRO Virtual staging can bring in additional showings, and is more cost effective than a full physical stage.

Virtual staging also allows us to display multiple uses for each space.

CON Virtual staging can leave Buyers disappointed on arrival. Virtual staging does not assist with the emotional connection in the same way physical staging does.



Full Staging Placement

Full physical staging is the ideal scenario for vacant properties, and even some occupied homes.

A professional stager will bring in furniture, art and accessories for the main rooms of the home.

Full staging allows for the correct size and style of furniture.

PRO Properly sized, modern furniture will help your Buyers visualize the potential in your home.

Staging also give Buyers something to focus on besides the negative factors or imperfections.

CON Physical staging is the most expensive of all options.

Staging Options



The Kitchen

- [ ] Even in this Seller's market, if your appliances are more than 10 years old, don't match, or don't work, we highly recommend replacing them with a basic stainless steel set. Call us for details.

- [ ] Remove decor from the top of your kitchen cabinets. No baskets, no jars, no fake plants or chotskies.

- [ ] Remove any small appliances from countertops that you do not use on a DAILY basis. You can leave out one or two, but try to choose the nice looking mixer or Keurig machine.

- [ ] Remove all tablecloths, table runners, placemats, etc. Consider adding a centerpiece for a modern update.

- [ ] Remove hand towels from oven & dishwasher handles.

- [ ] Do your best to find a hidden place for your trash can.

- [ ] Maximize the appearance of storage by organizing cabinet interiors. Stack your pots & pans, organize baking pans, and utilize bins where appropriate.

☐ FURNITURE PLACEMENT & SCALE

Limit the room to essential furniture pieces. Remove any smaller occasional tables, shelves, etc. that don't serve a purpose. Smaller furniture will make a room feel cluttered.

Place the furniture in a layout that makes sense for the use of a typical buyer. For example, the sofa should sit straight on to the TV.

☐ ENSURE RUG SIZING IS CORRECT

If you have a rug in your room, ensure the sizing is correct for your furniture placement. Rugs that are too small will actually make your room look smaller than it is.

☐ DECLUTTER

Tabletops, bookshelves, and other surfaces should be clear of clutter. Accessorizing is fine so long as it's done tastefully.

☐ WALL ART

Wall art should be hung at the proper height and be 'right sized' for the wall space.

Wall art that is too small can cheapen the look of the room.

☐ LIGHTING

Lighting, especially natural light, plays an important part in the way a room feels.

Capitalize on natural light by keeping curtains and blinds open, and ensure windows are clean.

For rooms that don't have excellent natural light, bring in lamps for a boost of light.

☐ PLANTS & GREENERY

Plants and greenery can give a room life. Ensure they are well cared for or artificial.

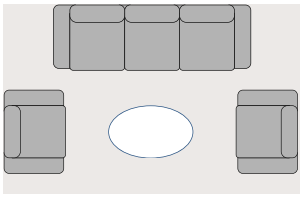
Living Spaces



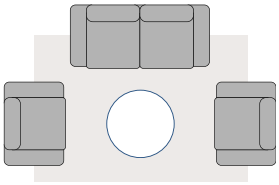
Rugs

Choosing the right size rug can be tricky! Before deciding what size rug to use, you'll want to measure the space first. The right size rug can ground the entire space and make it feel warm and welcoming. A rug that is too small actually makes the room feel smaller than it actually is!

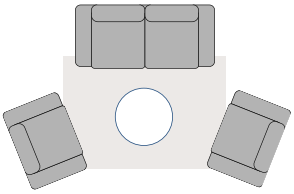
LIVING ROOM



9 x 12

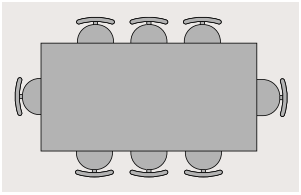


8 x 10

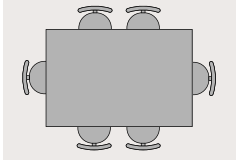


6 x 9

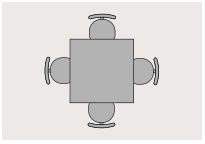
DINING ROOM



9 x 12

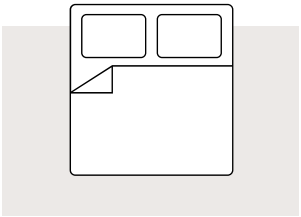


8 x 10

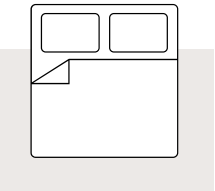


5 x 7
or Circle Rug

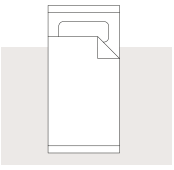
BEDROOMS



9 x 12



8 x 10



5 x 7

DO place at least the front legs of the main furniture items ON the rug
DO leave a minimum of 8″ of empty floor around the edge of the rug
DON'T use a rug in the middle of floor without furniture items
DON'T use a wall to wall rug
DON'T use a rug that is too small for the space



Bedrooms

Bedrooms should be a calm space where future buyers can feel relaxed. This space is essential to stage effectively, as it will be the personal space for main decision maker.

- [ ] Bedrooms should be free from clutter, dog beds, exercise equipment.
- [ ] Beds should have crisp, neutral linens. (Pro tip: You can 'fake' this by using a thick white bedsheet over your existing bedding.) Statistically, white linens sell best.
- [ ] Purchase new, inexpensive pillows so they are nice and fluffy. (You can even buy the $5 Walmart version)
- [ ] Each bed should have 2 'layers' of pillows. King Bed: 2 King pillows + 2 Standard pillows, Queen/Full 4 standard pillows, Twin, 2 standard pillows.
- [ ] Consider a neatly folded throw placed across the end of the bed.

Before you think we are officially off our rockers, people associate clean, fluffy beds with a well kept home! Why do you think model homes use so many pillows?



Closets

- [ ] Pack up all out of season clothing, you won't be needing it.
- [ ] Narrow the shoe collection to only those you will be needing in the next 30 days.
- [ ] Neatly stack hats and purses on shelves.
- [ ] Floor should be clear of clutter, with the exception of a single row of neatly placed shoes.
- [ ] If you have shelving you store miscellaneous items on, consider purchasing inexpensive matching baskets.
- [ ] Pack up all the extra sheets, beach towels and random items that have been calling your linen closet home. Fold the remaining sheets snag towels nicely.
- [ ] Any loose sunscreens, medications, etc. can be stored in inexpensive baskets.
- [ ] Remove any prescription medications and secure all jewelry, firearms and other valuables.

Buyers equate stuffed closets with lack of closet space. Be sure all your closets have 'room to breathe'!



Bathrooms

- [ ] Update your bathroom fixtures with an updated version.
- [ ] Replace your mirror with a framed mirror. If your mirror is very large, consider updating the look by using a service like MirrorMate. This is typically $200 or less per mirror.
- [ ] Remove any calcium buildup from plumbing fixtures.
- [ ] Scrub, scrub, scrub that shower pan. If you're unable to get a fiberglass pan clean, you can use Easy Off Oven Cleaner to get the most stubborn grime off.
- [ ] Scrape & replace any caulking that has mildew buildup.
- [ ] Remove all stains from sinks, toilets, showers/tubs.
- [ ] Keep toilet seat lids closed at all times.
- [ ] Invest in a crisp white shower curtain. (Pro Tip: Buy a window curtain in a longer length & hang the curtain near the ceiling. It will make the room appear larger.)
- [ ] Hang fluffy white bath towels from the towel bars.
- [ ] Stow away your personal soaps, hygiene products, medications, etc

Garage & Basement

On the list of "Things NO ONE wants to be doing this weekend" cleaning out the garage and basement is right up there at the top. But, just like the rest of the rooms in your home, the more appealing you make these spaces, the better! Besides, you're going to have to do it before you move anyways - there's no time like the present!

- [ ] Pull everything out of your garage and sort into 3 piles: Keep, Donate, and Trash

- [ ] Go through and give the space a thorough cleaning. Sweep the floor, wipe down all surfaces, and get the cobwebs out from the corners.

- [ ] Utilize shelving & storage tubs to organize remaining items into categories. (Ex: Paint Supplies, Gardening, Sprinkler, Pool Equipment, etc)

- [ ] Pack up anything out of season that you won't be using for the next 90 days.

- [ ] Add lighting. Head to your local hardware store and purchase a screw in LED fixture for your overhead bulb outlets. Brightening the space will improve the look 100x.





Curb Appeal

- [ ] House address numbers should be clearly visible for Buyer visits.
- [ ] Caulk/seal any cracks or separations in your porch & walkway.
- [ ] Powerwash porches and patios, including the entry walls.
- [ ] Clear planting beds of weeds and dead flowers.
- [ ] Add a layer of fresh mulch to planting beds.
- [ ] Consider hiring a landscaper to trim bushes and trees.
- [ ] Give your entry lights a good cleaning.
- [ ] Ensure your front door & lock are functioning smoothly.
- [ ] Add a neutral wreath and fresh welcome mat.
- [ ] Add a pot of fresh seasonal flowers.
- [ ] Patch bare spots in the lawn. Keep lawn mowed and neatly edged.
- [ ] Clean up pet droppings.
- [ ] Remove any outdoor furniture that is in poor condition.
- [ ] Cafe lights make almost every outdoor space more charming with minimal investment.

Fresh & Clean

- [ ] Thoroughly clean the entire home. When you think you're done cleaning, clean some more. We highly recommend hiring a professional cleaning company for a deep clean, and are happy to provide referrals.
- [ ] Have the carpets professionally steam cleaned.
- [ ] Wipe down all baseboards with soap, water, and a rag.
- [ ] Wipe down doors, door handles and light switch covers.
- [ ] Clean all blinds and vacuum draperies.
- [ ] Clean all windows inside and out, including window tracks.
- [ ] Clean all window and sliding door tracks.
- [ ] Dust all ceiling fan blades.
- [ ] Dust all bathroom fan covers.
- [ ] Scrub tile, tubs, shower pans, toilets, and sinks in baths.
- [ ] Wipe down all appliances, including the interior of the ovens and microwave.
- [ ] Mop the hard surface floors.
- [ ] Clean the stairs and wipe down the door from the garage into the house.



my favorite NEUTRAL PAINT



BENJAMIN MOORE
SIMPLY WHITE

BENJAMIN MOORE
WHITE HERON

BENJAMIN MOORE
CHANTILLY LACE

SHERWIN WILLIAMS
PURE WHITE

SHERWIN WILLIAMS
SHOJI WHITE

SHERWIN WILLIAMS
AESTHETIC WHITE

SHERWIN WILLIAMS
TOQUE WHITE

BEHR
SWISS COFFEE

SHERWIN WILLIAMS
ALABASTER

BENJAMIN MOORE
PAPER WHITE

BENJAMIN MOORE
DECORATORS WHITE

SHERWIN WILLIAMS
EXTRA WHITE

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