

Preparing a Home for Sale

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In today’s competitive real estate market, taking the time to properly prepare a home for sale is more important than ever. -- Specialists, often referred to as Staging Professionals, can assist sellers in the preparation process, shortening a property’s time on the market and yielding top dollar in selling price.

Speaking from experience, having staged hundreds of homes, I offer the following advice for sellers preparing a property for sale, as well as, points to consider when selecting a staging professional.

--- Preparation Pointers:

Pare Down Belongings: *Clear clutter, pre-pack unused items and consider a storage unit, if needed, to temporarily store excess items.* Doing so places the focus on the home, showing off its overall dimensions and potential for showcasing a buyer’s furnishings.

Think Spring as in Spring Cleaning: *Now is the time to "detail" one's home, thoroughly cleaning each area from top to bottom.* Consider hiring a professional or renting equipment for such areas as carpets, windows and decks.

Maximize Curb Appeal: *Your home's exterior is the first thing buyers will see; make it inviting.* Landscaping is key. Prune shrubs, cut regularly, edge and maintain a green lawn during the growing season, weed and mulch beds, and add color via plantings and flowers.

Address Repairs: *Everything should be in working order – from appliances to lights to storm doors... It's time to finish that "to do" repair list.*

Neutralize: *Neutral colors attract the largest pool of potential buyers.* Move-in condition refers not only to the condition of a home, but its ability to blend with the furnishings of any potential buyer. Neutral walls and flooring are the most universal. Selecting the right coordinating neutrals for your home will enhance its overall visual appeal.

Re-think Presentation: *Consider updating your home's look.* Trends in hardware, lighting, accent colors, art and furniture placement continually evolve. Creating a current, more marketable, look can be as simple as re-arranging your existing furnishings.

--- Selecting a Staging Professional - Points to consider:

Rapport is essential: Take the time to speak with the stager; be sure to include the following:

Photo Examples of the INDIVIDUAL’S Work: **Please Note:** Numerous Web Sites contain stock photography (*copyright-free material, depicting the work of another*) - or instructor-led course work examples. While such high-end photos create an "eye-catching" site, a viewer would be unable to determine the individual’s skill level from such examples.

Experience: Consider the individual’s work experience in terms of years in business, volume of work conducted, markets served, areas covered and design styles. A home is often one’s largest investment; select an individual with the experience and expertise to serve you well.

In closing, now, more than ever, properly preparing a home for entry into the real estate market is key to garnering a top dollar sale. *For additional information...* **www.RealEstateStyling.com**
Good luck with all your real estate ventures!