

# STAGING

*that sells*



# WHY STAGE?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in your home and fall in love with their property. 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.

**83%** of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

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**40%** of buyers' agents said that home staging had an effect on most buyers' view of the home.

\*Statistics from the National Association of Realtors® Research Group, 2019

## PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home
- Staging allows buyers to envision themselves living in your home
- Staging has been proven to get a higher price in shorter time

## CONS

- Staging can take time to set up and take down after selling
- Staging can be costly when hiring a professional stager company
- If done poorly, staging may not be in the buyers' taste

# EASY, LOW-COST HOME UPGRADES WITH HIGH RETURN



## **Repaint and clean walls**

Using light shades of blue or gray have been shown to be more appealing to potential buyers

In the kitchen paint baseboards, kitchen cabinets, trim, molding

## **Landscape**

Add some color with flowers and shrubs  
Keep the lawn mowed and remove weeds

## **Upgrade lighting**

Swap out old light bulbs with new brighter bulbs

Add more lamps and accent lighting to brighten up darker rooms

## **Replace old appliances**

When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"

## **Consider renewing floor finishes and replacing old carpets**

Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

# STAGING CHECKLIST

## ✓ CREATE A GAME PLAN

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- Walk through your home, room by room as if you are a buyer and take notes on what needs to be done
- Consider having a home inspector come and see if anything needs to be repaired
- Have a yard sale and throw out anything you do not need anymore (this will make packing up to move easier, too!)

## ✓ REPAIRS TO CONSIDER

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- Repaint and clean walls. Using light, neutral shades have been shown to be more appealing to potential buyers. In the kitchen paint baseboards, kitchen cabinets, trim, molding
- Landscape. Add some color with flowers and shrubs Keep the lawn mowed and remove weeds
- Upgrade lighting. Swap out old light bulbs with new brighter bulbs Add more lamps and accent lighting to brighten up darker rooms.
- Replace old appliances. When buyers know they don't need to replace appliances for years, they have a much easier time saying "yes to the address"
- Consider renewing floor finishes and replacing old carpets. Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or renewing your floors can result in a great return.

## ✓ CLEAN, CLEAN, CLEAN

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- Thoroughly clean the entire home, or hire a professional cleaning company to do this
- Steam clean carpets, if stained consider replacing carpet
- Repair all cracks and holes in walls
- Paint all interior walls a neutral color
- Remove any excess furniture
- Organize closets and remove any clothes not in season to show off the space in closets
- De-clutter: stow away any small appliances, knick knacks,, personal items, etc. Remember, less is more!
- Remove valuable items from home like cash or jewelry

## ✓ KITCHEN AND BATHROOMS

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- Mop and polish floors
- Clean appliances and fixtures
- Clean and organize pantry, throw out any old items and show off the storage space
- Replace old caulking
- Remove all stains from sinks, toilets, showers/tubs
- Keep all toilet seat lids closed
- Stow away your personal soaps, hygiene products, medications, etc

## ✓ FINISHING TOUCHES

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- Switch out any lights that need to be replaced
- Throw in some fresh flowers or plants
- Remove personal photographs and items
- Don't forget to tidy up your closets and storage areas - buyers will be looking there too
- Stow away any pet or kids items
- Light a candle
- Wipe down all surfaces and declutter

## ✓ CURB APPEAL

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- Paint the home's exterior, trim, doors, and shutters
- Power wash
- Consider sprucing up the front door with a fresh coat of paint, welcome mat and plants
- Inspect the roof
- Sweep the entryways
- Keep lawn mowed and maintained
- Clean up pet droppings
- Clean the gutters and downspouts
- Open windows, let fresh air in and light a scented candle
- Turn all of the lights, open the blinds



Have more questions? I'm always available to help! Shoot me a text or give me a call for the quickest response. Helping my clients sell their home for top dollar and with the most ease is what I am passionate about - I'm always here to answer your questions.

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