

## PREPARING YOUR HOME

# CHECKLIST

Staging is not “just decorating,” it's applied market research on what makes your house feel like a buyer's dream home.

FIRST IMPRESSIONS MATTER, SO MAKE YOUR HOME STAND OUT THE INSTANT BUYERS PULL UP TO THE CURB. RENT A PRESSURE WASHER IF NEEDED, MOW THE LAWN AND SWEEP THE ENTRY

NEUTRALIZE AND DEPERSONALIZE. POTENTIAL BUYERS WANT TO BE ABLE TO PICTURE THEMSELVES IN YOUR HOME, AND THAT'S HARD TO DO IF ALL THEY SEE ARE YOUR PERSONAL ITEMS. (PHOTOS, ARTWORK, SOUVENIRS, PET STUFF)

CLEAR YOUR SURFACES OF CLUTTER, A FEW DECOR PIECES IS OKAY. (HIDE COUNTERTOP APPLIANCES FOR PHOTOS)

SCRUB THE BATHROOMS, THEN SCRUB THEM ALL AGAIN. NOTHING IS GOING TO TURN OFF A POTENTIAL BUYER MORE THAN A SCUZZY BATHROOM.

A NICE SMELL CAN HAVE AN IMMEDIATE EFFECT ON THE WAY WE FEEL AND THINK. DIFFUSERS, CANDLES AND FRESH FLOWERS CAN HAVE A HUGE EFFECT ON BUYERS IMPRESSION.

BEST LIGHT. ONE OF THE THINGS THAT MAKE STAGED HOMES LOOK SO WARM AND WELCOMING IS GREAT LIGHTING. MAKE SURE YOUR LIGHT BULBS ARE THE SAME TYPE OF LIGHT AND ARE ALL WORKING.

LUXE UP THE PRIMARY BEDROOM. A SIMPLE, SINGLE COLOURED COMFORTER WITH ACCENT PILLOWS AND A THROW BLANKET CAN COMPLETELY CHANGE THE ROOM.

NATURAL BEAUTY. OPEN THE BLINDS... ALL THE BLINDS TO LET THE NATURAL LIGHT FLOOD IN, BUT BEFORE YOU DO THAT, WIPE DOWN THE WINDOWS AND SILLS.

# THE EXTRA MILE...

REMOVE THE DATED WALLPAPER AND COLOURS. A FRESH COAT OF PAINT GOES A LONG WAY. A SIMPLE GRAY OR WHITE WILL NATURALLY BRIGHTEN ANY SPACE MAKING YOUR HOME MORE WELCOMING TO BUYERS.

REFRESH THE GARDEN. WEEDING, MULCHING, AND BORDERING YOUR GARDENS CAN AMPLIFY THE CURB APPEAL TO SET AN EVEN BETTER FIRST IMPRESSION ON POTENTIAL BUYERS.

EVEN BETTER LIGHT. A MORE RECENT TREND IS STATEMENT LIGHTING FIXTURES. IT'S A COST EFFECTIVE WAY TO ELEVATE YOUR DINING ROOM, BEDROOMS AND ENTRY.

REPAIR OR REPLACE BROKEN BULBS, SWITCHES, CEILING FANS, DOOR KNOBS, LEAKY FAUCETS, LOOSE RAILINGS, AND STEPS.

START PACKING. WE'RE NOT SAYING PACK UP YOUR ENTIRE HOME BUT IF YOU'RE MOVING, YOU CAN GET TWO BIRDS WITH ONE STONE. YOU'LL BE DECLUTTERING AND GETTING READY TO MOVE TO YOUR NEW HOME

## DON'T THINK IT'S WORTH IT?

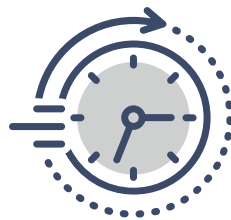
In a 2021 survey by the Real Estate Staging Association of 4,600 properties

### STAGED HOMES SOLD



**\$40,000**

*OVER LIST PRICE*



**9 DAYS**

*FASTER*

And according to the 2021 Profile of Home Staging, a report from the National Association of Realtors (NAR), 47% of buyers' agents said that staging positively affected most buyers' opinions of a home.

ANITA *Painter*  
and ASSOCIATES