

HOW TO MAKE THE FIRST IMPRESSION - THE BEST IMPRESSION

You can help get the results you want by properly staging your home. Staging is not about redecorating your entire home, but about rearranging what you do have and making a few improvements to appeal to more buyers. If you don't want to do this yourself, Masters Realty can recommend a professional stager. Hiring a professional can pay for itself by helping your home to sell more quickly and for a better price. If you'd prefer to do it yourself, this checklist is for you. Either way the overall idea is simple...Make your home look neat, clutter-free and spacious.

CURB APPEAL

- Mow lawn
- Trim Shrubs
- Edge gardens and walkways
- Weed and mulch
- Sweep walk-ways and driveway, remove branches, litter or toys
- Add color and fill in bare spots with plantings
- Remove mildew or moss from walls or walks with bleach and water or other cleaner
- Take stains off your driveway with cleanser or Kitty litter
- Stack woodpile neatly
- Clean and repair patio and deck area
- Remove any outdoor furniture which is not in good repair
- Make sure pool or spa sparkles
- Replace old storm doors
- Check for flat-fitting roof shingles
- Repair broken windows and shutters, replace torn screens, make sure frames and seams have solid caulking
- Hose off exterior wood trim, replace damaged bricks or wood
- Touch up exterior paint, repair gutters and eaves
- Clean and remove rust from any window air conditioning units
- Paint the front door and mailbox
- Add a new front door mat and consider a seasonal door decoration
- Shine brass hardware on front door, outside lighting fixtures, etc.
- Make sure doorbell is in good working order

GENERAL INTERIOR TIPS

- Add a fresh coat of paint in light, neutral colors
- Shampoo carpeting, replace if necessary
- Clean and wax hardwood floors, refinish if necessary
- Clean and wash kitchen and bathroom floors
- Wash all windows, vacuum blinds, was window sills
- Clean the fireplace
- Clean out and organize closets, add extra space by packing clothes and other items you won't need again until after you've moved
- Remove extra furniture, worn rugs, and items you don't use; keep papers, toys, etc picked up - especially on stairways
- Repair problems such as loose door knobs, cracked molding, leaking taps and toilets, squeaky doors, closets or screen doors which are off their tracks
- Add dishes of potpourri, or a drop of vanilla or bath oil on light bulbs for scent
- Secure jewelry, cash and other valuables

LIVING ROOM

- Make it cozy
- Move large furniture to provide a clear walkway

DINING ROOM

- Polish all silverware
- Set the table

KITCHEN

- Remove all items from counter tops
- Clean stove, oven, and microwave
- Wax or sponge all counter tops, floors, sinks
- Unclutter all cabinets
- Organize pantry, cabinets, & closets
- Put away all knives or other sharp utensils

BATHROOMS

- Remove all rust and mildew
- Make sure tile, fixtures, tub, shower, & mirror are clean
- Make sure all personal toiletries are put away
- Replace loose caulking
- Make sure any carpets are non-slip and safe

MASTER BEDROOM

- Organize furnishings
- Put away all personal items

GARAGE

- Sell, give away or throw away anything that is no longer used
- Clean oily cement floor
- Provide strong overhead light
- Tidy storage or work areas

BASEMENT

- Sell, give away, or throw away anything that is no longer used
- Organize and create storage space for seasonal items
- Clean water heater and drain sediment
- Change furnace filter
- Make inspection access easy
- Clean and paint any finished walls and concrete floors
- Provide strong overhead light

ATTIC

- Tidy up by discarding or pre-packing
- Make sure energy-saving insulation is apparent
- Make sure air vent is in working order
- Provide strong overhead lighting

WHEN IT'S TIME TO SHOW

- Make sure your property profile folder, utility bills, MLS profile, house location survey, etc are available
- Open all draperies and shades and turn on all lights
- Pick up toys and other clutter, check to make sure beds are made and clothes are put away
- Give the carpets a quick vacuuming
- Add some strategically placed fresh flowers
- Open bathroom windows for fresh air
- Pop a spicy dessert or just a pan of cinnamon in the oven for aroma
- Turn off the television and turn on the radio music at a low volume
- Make a fire in the fireplace if appropriate
- Put pets in the backyard or arrange for a friend to keep them
- Make sure pet areas are clean and odor free
- Make sure all trash is disposed of in neatly covered bins

When You're Done...

When all the boxes on this sheet are checked, you've dramatically increased the chances of selling your home.

Why Should I Stage My Home?

SELL YOUR HOME FOR
17% MORE

On average, a staged home will sell for 17% more than an unstaged home.

- US Dept of Housing & Urban Development

SELL YOUR HOME IN
HALF THE TIME

In a controlled test, staged homes sold on average in half the time of unstaged homes.

- Real Estate Staging Association