

Staging Your Home For Sale!

Remember:

- ~ “Agents and buyers only know what they see, not the way it’s going to be”
- ~ “The way that you live in a house, and the way that you sell a home are two different things.”

Here are some pointers:

Cleanliness: The first basic rule of Staging your home for sale is to make sure it is spic and span. In other words, let’s get your home “detailed”. It’s like selling your car = make it sparkle.

Clutter Free: Buyers can’t visualize their “stuff” in your house with all your “stuff” in it. Be brutal! Get rid of all the “things” that you can live without. Too much furniture, collections, etc. We want the buyers looking at your home, not your possessions, and it will make your home appear bigger inside. Simply put, “You can’t sell it if you can’t see it”. Clutter eats equity!

Paint Is Cheap: Walls need painting? Do it! Your home should look fresh and maintained. Remember, most houses on the market are in “average” condition, make sure that your home really stands out.

Collections & Art: Simply, put them in storage. First, why risk breaking or damaging anything that is special or precious. Second, we want the buyer looking at your home, not your collection of moose heads!

Fridges: These are the worst offenders. Get rid of stickers, magnets, and all the clutter that lives on top of them. Baskets and bowls is where all your fridge clutter should go.

Home Fashion: Your main competition is NEW CONSTRUCTION! That’s right, buyers are conditioned by what they see in home magazines and at “new home” open houses. Now is the time to get rid of outdated wall paper, drapes, colours etc. Things change, your home should look as current as possible.

Lights, music, action! Remember, STAGING is not condition. It is the atmosphere you create. Try to look at it this way. You and I and your home are the directors, actors and the set. The buyers and the agents bringing them through are the critics. During the week, while you are at work, keep the house clean, and all the clutter put away. Keep the lights on and the drapes open. We want the buyer impressed when they walk through the door.

Tenants: We like to work WITH tenants, not against them. Although they don’t own your home, they can often make or break a deal by the way they present themselves or their suite to a buyer. We want to work with any tenants by having them STAGE their suites. If your tenant agrees to STAGE their suite, we will recognize them upon the sale of your home.

Yards: Hide garbage cans and recycle boxes. Garden tools and junk in the yard should all be removed. Kids toys should be put away, garages clean and organized with the door always closed. Old cars and stuff laying around will kill a sale; just get rid of it.

Selling your home for the most money in the shortest period of time should be our mutual goal. Please allow us to put our expertise to work for you; there is no extra charge for these services.

Yours truly,

A handwritten signature in black ink that reads "Robert Nemish & Jenni Carswell". The signature is written in a cursive style, with a large ampersand between the names.

Robert Nemish & Jenni Carswell
Your Real Estate Consultants – ***For Life!***