

STAGING
AND
PREPARING
YOUR HOME
TO SELL

Your Home's Report Card

Selling any product requires the right packaging. In real estate, this process is called *staging*. This means that the home should look its best whenever a potential buyer or real estate professional first sees it. Before you review the criteria below, please understand that in order for you to get the highest value for your home, you must try to see your home through the eyes of the purchaser. You must detach yourself from these comments and look at your home through the eyes of a Director of Marketing & Sales and see it as a product to be placed on the market instead of viewing them as a homeowner.

On a Scale of 1 to 10, with 1 being poor and 10 being fantastic, rate the following items:

<u>ITEM</u>	<u>POOR</u>										<u>FANTASTIC</u>									
Price as compared to condition:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Condition in general:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Curb appeal (outside):	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
First impression (inside):	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Presence of clutter:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
How does the home smell:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Presence of family items:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Presence of religious items:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Presence of political items:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10
Overall Impression:	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10

Name **ONE** thing that could be done to better prepare the property for showings:

Preparing Your Home For Sale

Remember that you'll never get another chance to make a first impression. First impressions are what count! Follow these simple tips and create the competitive edge that may help you sell your home more quickly:

Curb Appeal

- Trim trees and shrubs, clean out flower beds and invest in a few flats of seasonal flowers. Paint the front door, make sure the doorbell is working properly, wash the mailbox, keep the porch swept and get an attractive mat for people to wipe their feet.

Absolute Basics

- Start by airing out the home. Most people are turned off by even the smallest odor. Odors must be eliminated, especially those caused by dogs and cats, soiled diapers or cigarettes.
- Wash all the windows in the home, inside and out.
- If it has been over a year since the carpets have been cleaned, now is the time to have them cleaned again. Bare floors should also be waxed or polished.
- Put bright light bulbs in every light socket. Buyers like bright and cheery.
- Clean out closets, cabinets and drawers. Closets should look like they have enough room to hold additional items. Get everything off the floor and don't leave shelves piled with clutter. Remove clutter throughout the house!
- Make sure rooms are not overcrowded with furniture. Select the pieces that look best, and store the rest.
- Keep the kitchen sparkling clean. Make sure all appliances are clean at all times. Straighten cupboards that appear cluttered and keep floors gleaming.
- Bath tubs, showers and sinks should be freshly caulked. The grout should be clean and in good condition. There should be no leaky faucets.

Preparing Your Home For Sale

(Continued)

A few more suggestions

- If you have limited counter space in the kitchen, keep unnecessary items put away.
- Keep children's toys out of the front yard, sidewalks and front porch. On the inside, keep toys in the toy chest or neatly put away.
- Clean the ashes out of the fireplace.
- Make sure that there is a light in the attic and that the pull-down stairs are working correctly.
- The spa needs to be sparkling and free of leaves.
- Put away all personal items such as family photos, religious and political items.

For those willing to go the extra mile

- There are some things you can do that will really add flair to your home. If your house is the least bit dated, removing old wallpaper and replacing outdated plumbing and light fixtures adds desirability.
- Fresh paint on interior and/or exterior where needed.
- New appliances in the kitchen can be an exciting feature that could make the difference in a buyer choosing your home over another.

Showing your home

- When you leave the house during the day, leave it as if you expect it's going to be shown.
- Keep good scents in the house, such as potpourri or simmering pots or candles.
- Make sure all the lights are on and window treatments are open.
- Turn off the television.
- Keep pets out of the way – preferably out of the house. Many people are uncomfortable around animals and may even be allergic to them.
- Leave the premises. Take a short break while your home is being shown. Buyers are intimidated when sellers are present and tend to hurry through the house. Let the buyer be at ease, and let the agents do their job.

Which Improvements Add Value to Your Home?

What follows are *best estimates* for the most typically consistent remodeling projects we have seen across the country. Unless otherwise noted, the maximum time between remodeling and re-sale is five years; otherwise the value-added figures are not valid.

PROJECT	COST		VALUE ADDED	COMMENTS
Kitchen	Low: High:	\$15,000 \$50,000-up	80 to 110%	Cost includes new cabinets and countertops and re-wiring; structural changes, relocated plumbing, custom cabinetry, and top-of-the line appliances.
Bathroom	Low: High:	\$7,500 \$20,000	80 to 115%	Cost includes new fixtures and fittings, tile floors and walls; structural changes, and relocated plumbing. High-end materials and fixtures raise the cost. Note: adding a second bath can yield more than 100% resale value.
Room Addition	Low: High:	\$30,000 \$40,000	50 to 110%	Depends on type of room; a family room or new master suite (including cost of the master bath) will add much more value to a home than a private office or fourth bedroom.
Converting an attic or basement to living space	Low: High:	\$10,000 \$15,000-up	25 to 40%	Cost assumes no structural changes and no new plumbing; value added depends on size of house (smaller house = more value) and type of space created (family room or bedroom and more value than a game room or exercise area).
Adding a deck	Low: High:	\$10,000 \$20,000-up	40 to 60%	The warmer the climate, the more value added; size of deck, complexity of design, and added amenities (spa, trelliswork) influence cost.
Re-paint exterior	Low: High:	\$2,000 \$3,000-up	40 to 60%	Assumes old exterior was worn and repainting was done immediately prior to putting house on market. A new coat of paint probably adds the best profit to selling an older home.
Spa	Low:	\$3,000	0 to 25%	Cost assumes an average-size spa; value added depends on desirability to future owner (banks usually do not include spas in mortgage appraisals).

Source: Home Remodeling Magazine