



Simplicity in Home Staging

ShowAndSellNow.com

There is no denying today's real estate market is somewhat volatile. While there is a substantial increase in the number of homes in foreclosure all across America, we see more and more home owners placing their home "For Sale". The number of homes for sale is up 9% from just last month, and is up 93% from just last year at this same time.

The questions you need to pose to yourself ? "Is there more competition to sell a house in today's market?" and "Are potential buyers coming through my front door?" Once you answer these questions, you need to "show-case" each and every unique feature of your home and welcome every opportunity to show your home.

If you are serious about selling your home, then "staging" your home is soooooo very important. If you want each unique quality of your home to stand out, then you must have a "minimalist" attitude....you know, "less is more" when selling your home.

You want your home to appeal to a broad audience, so keep in mind that it must be "gender-neutral", and by this I mean it must appeal to men and women, young and "older", alike!

Let me give you some tips and guidelines on how to accomplish this:

1. Each room in your home must have "neutral" color tones on the walls. A potential buyer may be "turned-off", for example, by bright orange walls with deep blue accents. Although this may be your style and color preference, you want potential buyers to imagine themselves in the space. Before putting your home on the market, lighten up and brighten up rooms with neutral wall colors and accessories. By doing this, your home will appeal to more potential buyers.

2. Clear out the clutter and clean, clean, clean! I cannot stress this enough! By removing clutter, potential buyers can focus on the features of your home without being distracted by your “treasures”. A clean home gives the impression you take pride in your home and maintain it properly.

So get busy, and clear the kitchen counter of appliances. Clean out closets and make them “appear” to be adequate and spacious. Remove family photos from walls and surfaces. After all, you want these potential buyers to imagine themselves living in your home.

3. Make necessary repairs! Fix that leaky faucet, replace the screen that’s ripped and tattered, replace outdated light fixtures as well as dated and worn kitchen cabinet and bathroom hardware. Remove wallpaper and borders... and paint those walls, keeping paint colors neutral and simple. Replace worn and dated window treatments.
4. Remove and re-arrange furniture in rooms that feel and look cramped. By doing this, the rooms will appear larger and more spacious than they really are, and “space” sells! Keep in mind that rooms must have a natural flow within, as well as from one area to another. Potential buyers should not have to “step around” furniture while moving from space to space, room to room.
5. An empty (or organized) and clean garage is a big-huge plus! If you have a garage, clean it up and show it off!
6. If you have some extra cash and your house need some “tweaking”, put those extra dollars into rooms that sell! Kitchens, bathrooms, and master bedrooms sell homes. Remove dated wallpaper and borders and update with a fresh coat of paint! Replace outdated hardware and worn bed linens. Natural light and spectacular outdoor views are a plus...let these into your home and feel the extra warmth.
7. If there is a space in your home that is “undefined”, give it “definition”! A study or home office is wonderful, but if the room could pass as a bedroom, get the desk out now! Bedroom space is more valuable to potential buyers than office space!

8. Curb appeal is what brings potential buyers through your front door. Do you have seasonal flowers in your yard or on your front steps? Is your grass soft and green and manicured? Or, are there weeds, dead flowers, or old, tired shrubbery that needs replaced? Do you have old rusty awnings or tattered screen doors? Look at your yard objectively and make some updates and changes that will appeal to potential buyers.

If you take nothing else from this article, remember these few things:

1. Bring attention to the wonderful and unique aspects of your home;
2. Keep it simple! Remember, you are staging your home for selling, not for “dwelling”.
3. Clear out clutter and toys.
4. Clean, clean, clean! A clean and clutter free home is easier to maintain.
5. Curb appeal brings potential buyers through your front door. How does your yard and home entrance stack up to those of your neighbors? Would a potential buyer be eager to see what lies beyond the front door?

Although the above mentioned suggestions require a bit of hard work and elbow grease, time and a bit of money, the end result often brings an offer to the table. Staging to sell your home gives you a competitive edge with other home buyers in your price range and geographic location.

So push up your sleeves and get busy! Have fun and Keep it simple!!!!

J.P. Gammon
September, 2007