

7 Tips

Staging Your Home

The first step to getting buyers to make an offer on your home is to impress them with its appearance so much that they can envision themselves living there. Statistics show only 10% of buyers can visualize the potential of a home. The average home buyer forms a firm yes/no in the first 15 seconds of entering a home. Staging makes a big impact on what they see in that first 15 seconds! The **Accredited Staging Professional® (ASP®)** is the premier training course on Home Staging for the real estate industry. Alicia Duffy (TeamDuffy) with Texas Urban Living completed this course in 2004 and uses the techniques she learned in all her listings at no additional charge so that her sellers will get top dollar in the quickest time. Here's her tips!

1. Start with a Clean Slate

Do a thorough cleaning right down to the nitpicky details like wiping down light switch covers. Deep clean and deodorize carpets and window coverings. Better yet hire a maid.

2. Put Away Your Clutter

Remember that 10%? It's harder for buyers to picture themselves in your home when they're looking at your family photos, collectibles, and knickknacks. Pack it up. Make sure you can see the top back and bottom of every closet. However, leave space mantle & table arrange 1,3 or 5 items of varying heights on each surface.

3. Cut Back on Your Furniture

When a room is packed with furniture, it looks smaller, which will make buyers think your home is less valuable than it is. If you have an eat-in dining area, using a small table and chair set to make the area seem bigger.

4. Furniture Placement

Highlight the flow of your rooms by arranging the furniture to guide buyers from one room to another. In each room, create a focal point on the farthest wall from the doorway. In the bedroom, the bed should be the focal point. In the living room, the fireplace, and your couch and sofa can form the triangle in front of it.

5. Add Color to Brighten Your Rooms

Brush on a fresh coat of warm, neutral-color paint in each room. My go to color over the

years depending on current trends and matching to cabinets and floor are Greiges, SW 6001 Grayish, Agreeable Gray and Repose Gray, Benjamin Moore Abalone 2108-60 Antique White or Believable Buff. Then adding a vibrant throw, or accent pillows for the couch will jazz up a muted living room, as will a healthy plant or a bright vase

7. Grand Entrance

Remember the 15 seconds for a yes or no? Mow that lawn, trim your hedges, and turn on the sprinklers for 30 minutes before showings to make your lawn sparkle. If flowers or plants don't surround your home's entrance, add a pot of bright flowers. Top it all off by buying a new

doormat and adding a seasonal wreath to your front door. Turn all those lights on!

If you have a mental block on your own home and how to thin it out for sale don't worry most people do! Find inspiration from before/after, YouTube videos and Pinterest board pins by going to my electronic business card and click link for platform you prefer

bit.ly/Duffyscard

If all that sounds like more time than you have then simply give me a call, I'd love to help you stage your home to sell or discuss what updates give you the biggest return on your investment.

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6. Set the Scene for the new homeowner

Lay logs in the fireplace, set your dining room table with a few place settings and a centerpiece of fresh fruit or flowers. Make sure you don't put anything too tall on tables/counters that block view of the furthest spot in the room. Create other vignettes throughout the home — such as a chess game in progress — to help buyers envision living there. Replace heavy curtains with sheer ones that let in more light. Judiciously add subtle potpourri, scented candles, or boil water with a bit of vanilla mixed in. If you have pets, clean bedding frequently and spray an odor remover before each showing.



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