

Seller's Guide to Home Staging!

1. Disassociate yourself from your home

- It's now a product, a commodity while it's on the market
- "Let Go" of your emotional attachment

2. De-personalize

- Pack up all personal photographs/family heirlooms.
- Including refrigerator magnets, children's art, toys, etc...

3. De-clutter

- If you haven't used/needed it in one year, you probably don't need it.
- If you don't need it sell, donate or toss
- Organize a fraction of you most attractive books in bookcases
- Pack knick-knacks
- Remove all items from kitchen counters
- Just think... It's a head start in packing!

4. Organize bedroom closets & kitchen cabinets

- Neatly stack dishes & turn coffee cup handles the same direction
- Hang items in groups and all facing the same direction & line up shoes

5. Rent a storage unit

- Remove pieces of furniture that hamper traffic patterns
- Remove extra leaves from your dining room table.

6. Remove/Replace favorite items

- Window coverings, built-in appliances, fixtures

7. Make any/all minor repairs

- Replace cracked floor or counter tiles
- Patch holes in walls
- Fix leaky faucets
- Fix doors that don't close properly or kitchen drawers that jam
- Replace burned out light bulbs

8. Make the house sparkle

- Wash windows inside and out
- Rent a pressure washer and spray down sidewalks and exterior
- Remove cobwebs, vacuum daily
- Re-caulk tubs, showers and sinks
- Polish faucets, cabinet hardware and mirrors
- Clean out the refrigerator, oven, stovetop & other built in appliances
- Dust furniture, ceiling fan blades and light fixtures
- Neutralize wall colors
- Bleach dingy grout or re-grout
- Replace worn rugs & clean or replace worn and/or stained carpets
- Keep bedrooms/bathrooms fresh with clean linens & fresh towels
- Clean/air out any musty smelling areas, odors are a no-no.

9. Scrutinize

- 1st Impressions—look at the house as if you were a buyer. Welcoming?
- Linger in every room imagining how that room will look to a buyer
- Ensure window coverings hang properly
- Tune in to each rooms statement and emotional pull

10. Check curb appeal

- A well maintained exterior shows pride of ownership & extends to entire house, most important is the entryway and front door (*1st IMPRESSION!*)
- Keep the sidewalks, yard, driveway
- Keep grass cut and surroundings trimmed & edged
- Paint faded window trim and/or exterior walls
- Plant flowers or group pots together for color and effect
- Maintain and/or update exterior lighting, mailboxes, handrails, porches, etc
- House number should be clearly displayed

Connie Erickson
ABR, CDPE, CRS, GRI, RRS, SRES
Vice President
Door County Realty, Inc.
920.868.2075 ext. 222 Office
888.678.3949 ext. 222 Toll Free
920.868.2425 Fax
Connie@ConnieErickson.com