



10 Tips

10 Things You Need To Know Before Selling Your Home

Staging for Success



Paint



A fresh coat of paint is essential to make a home feel fresh and new. Paint colors that reflect a seller's personal taste may deter potential buyers. Same goes for decorating trends like faux painting. Home buyers want a clean slate to work with, and that means neutral colors. Choosing warm neutral colors will make a room look and feel larger. Living in your home and selling your home are two different experiences. Vibrant colors are for living and neutral colors are for selling.

Less Is More



De-clutter, de-personalize, and de-stress. Too many items on counter tops, coffee tables and surfaces can make spaces feel cramped. Donate, sell, recycle, or throw away things you no longer want or need. Remove all personal items, sports memorabilia, expressions of religious faith, diplomas, and family photos. You do not want to distract your buyers. You want them focusing on the beautiful and unique details of your home and not the photos from your last vacation.

Pump Up the Curb Appeal



If your home's curb appeal makes a great first impression, buyers will be excited to see what is inside. The walk to your front door should be an inviting one - manicured and well maintained. Paint the shutters and front door to create a crisp, neat appearance. Mulch is like fresh paint for your garden. Pile it high in your flower beds. Power wash your walkway, repair any loose masonry and railings, and don't forget to put out a new welcome mat.

Don't Forget the Lights



Lights are one of the most important design elements buyers take into consideration. No matter how bright you think your home is, up the wattage. Use LED lights as they are more energy efficient, versatile and last longer than incandescent lights. Don't forget to replace mismatched bulbs. Nothing looks more distracting than a chandelier with different types of bulbs.

Houseplants



Having too many plants on display takes up needed visual space and crowds a room. If your plants are sparse and unhealthy, remove them and replace with plants that add color and greenery, such as succulents, orchids, ferns, and blooming branches. Remove any artificial floral arrangements as they collect dust and tend to look old fashioned to younger home buyers.



Pay Attention to Size and Scale

If the mood in a room doesn't feel right, it probably isn't. Pushing furniture against a wall doesn't always create a spacious, harmonious room. Sometimes it creates too much space which can look awkward. Instead of positioning furniture against the walls, try floating your furniture instead. Remember, furniture that's too big will make a space look smaller. On the other hand, if a space is too sparse, it will look vacant. Remove all unnecessary furniture, especially if it cuts off the flow of a room. The room should feel functional and not claustrophobic.

Drapes

It doesn't matter how expensive your custom drapes were, buyers don't want or need them. Drapes limit the view, block natural light, and collect dust. Additionally, traditional window treatments (such as balloon, jabot etc....) can draw attention to how dated your home is. Window treatments are easy to remove and will give your room a cleaner look with modern appeal.

Wallpaper

Wallpaper reflects a seller's personal taste and generally dates a home. Home buyers will only see the work required to remove it. If you want your home to have broad appeal, discuss removing your wallpaper with your realtor or home stager.

Mirrors

Mirrors make an impactful difference. They double the visual square footage of any room and make the space look larger. Well positioned mirrors reflect extra light and make small spaces appear more substantial.

Converted Rooms

If you turned your dining room into an office or playroom, and your garage into a man cave, return the space to its original state. Don't expect home buyers to imagine what a room "will" look like. Show them how to use the space.

Selling a home isn't personal, it's a business

The condition of your home drives the sale price. Most home buyers are looking for "move in" ready homes, hoping to avoid the stress and expense of fixing up a property after purchase. Homes that are outdated or in need of repair tend to sit on the market longest, attract low ball offers, and eventually sell for well under their fair market value.

Staged homes spend fewer days on the market and command higher prices.