



The Guide to
STAGING
FOR SUCCESS

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What does Staging do?

The main objective of staging is to prepare the home for sale in a way that it will appeal to the greatest number of potential buyers that will pay the highest price possible. Staging is a marketing tactic that creates an emotional connection with the buyers increasing the “linger factor.” The longer they linger the more likely they will seriously consider making an offer! The Real Estate Staging Association® (RESA®, the trade association for professional real estate stagers) defines staging as, the preparation of residential or commercial properties for sale in the real estate marketplace. Professional stagers use their knowledge of design trends, real estate ethics, and property renovation solutions to help the seller achieve their goals.

Therefore, staging is where you minimize the flaws of your home, while highlighting the best selling features to generate more interest, higher offers and quicker sales! When done right, home staging creates a warm, inviting atmosphere where potential buyers can visualize themselves living in it. Having a well-staged home will draw in more buyers to online listings and showings, that will end in offers and sometimes multiple!

As a seller, you can stage your own home, have your Realtor® help, or hire a professional home stager. A professional home stager can make all the difference and they see the home in an objective manner. There's also virtual staging, but be aware many home buyers arrive and are disappointed to find an empty house different from the photos.

Why is Home Staging Important?

- 82% of buyers' agents said staging a home made it easier for a buyer to visualize the property as a future home.- NAR
- 63% of Owner-occupied homes that embraced staging sold for 20%over the listing price on average. 61% of Vacant homes that were staged sold at approximately 18% above asking price on average. RESA
- 23% of buyer's agents said that staging a home increased the dollar value offered between 1-5%, compared to other similar homes on the market that are not staged. NAR
- Based on survey data, owner-occupied staging boasts an average ROI of about 2770%, delivering a \$28 return for each dollar invested, while vacant properties yield an average ROI of around 1619%, resulting in a \$16 return per dollar spent. These calculations are based on the 2022 average listing price for properties in the U.S., which stands at \$348,079. RESA

The statistics support the fact that staging a home can help buyers visualize themselves living in the home, can increase the number of showing requests, and can increase the amount of the offer, therefore increasing the ROI in what is argueably a sellers largest investment.

Benefits of Staging

Staging a home BEFORE it goes on the market can benefit both buyers and sellers.

- Professional staged listings look better online and stand out to buyers, which attracts more in-person showings.
- Staged properties sell faster compared to properties that have not been staged.
- A staged property will help buyers visualize themselves living in the space
- Staged properties can increase the number of offers and selling price in both a buyers and sellers market.
- Professionally staged properties show better than competing properties for sale that are not staged.
- Buyers view professionally staged listings as well-maintained.
- Buyer agents recognize that professionally staged listings are "move-in" ready and are more likely to show staged properties to their clients.





Interior

- Neutralize paint colors and touch up trims where needed
- Wash all the windows, inside and outside
- Fix squeaky doors and loose boards
- Replace any missing fixtures and light bulbs
- Remove family and personal photos
- Dust, mop and vacuum all surfaces
- Clean all blinds and curtains



Exterior

- Clean pool, filters, and plumbing
- Check if home alarm is functioning
- Fill in driveway cracks and walls
- Sweep driveway clear of leaves
- Wash windows and clean
- Ensure lights are working and bright
- Repair shutters and screens
- Replace missing shingles

Curb Appeal

The average home buyer decides within the first 8 seconds whether they'd be interested in buying your home. Since your curb appeal is the first thing buyers see, take the time to elevate your curb appeal through landscaping and cleaning.

- Trim landscaping and keep the lawn mowed at all times
- Weed flower beds
- Freshen up paint on window trim and columns
- Sweep front porch & remove cobwebs
- Paint front door and mailbox with a lively color
- Clean & arrange patio furniture
- Pressure wash the house and driveway

TIPS:

- Replace welcome mat
- Pick up pet items, beds, bowl, leashes, etc.
- Add potted plants by the front door and on back decks



Living Room

This will most likely be the first room a buyer will see. Make sure to wow them by highlighting the focal point of the room, whether that's the fireplace or the beautiful view!

- Replace worn-out pillows and rugs
- Sweep, mop, vacuum floors
- Remove personal items like photos
- Dust furniture and wipe down surfaces
- Remove unnecessary furniture to create more space
- Add more lighting if needed
- Put cords and wires out of sight

TIPS:

- Add life to the room with decor such as flowers, throw pillows, candles, table books, etc.
- Consider hanging artwork or professional photographs to give the space a more sophisticated look.



Kitchen

The kitchen is the heart of the home, and is one of the biggest selling features. Make sure that it is clean and well-lit for a great impression.

- Put away small appliances paper towel, napkins, soap, sponges
- Put away dishes from counter and sinks
- Wipe down counters, backsplash, and appliances
- Sweep and mop floors
- Remove personal items like magnets, photos, and kids artwork
- Empty trash cans before pictures and every showing
- Clean the oven/stove, microwave, refrigerator and garbage can to eliminate odors at their source

TIPS:

- Accessorize your kitchen with a bowl of lemon or fresh flowers to liven up the space
- 1-2 appliances only! Show as much counter space as possible!



Bedrooms

The bedroom should feel like a restful sanctuary from everyday life. It should be calming and comfort should be a priority.

- Put fresh bedding and pillows
- Remove excess furniture
- Dust furniture
- Pack away personal items and photos
- Remove half the items in every closet and make sure what's left looks neat and organized.
- Declutter the bookshelves and nightstands
- Clean shades and curtains

TIPS:

- Remember to make the beds & fluff the pillows daily so that you're always ready for last-minute showings!
- For the master bedroom, have everything in pairs- two nightstands, two lamps, etc..



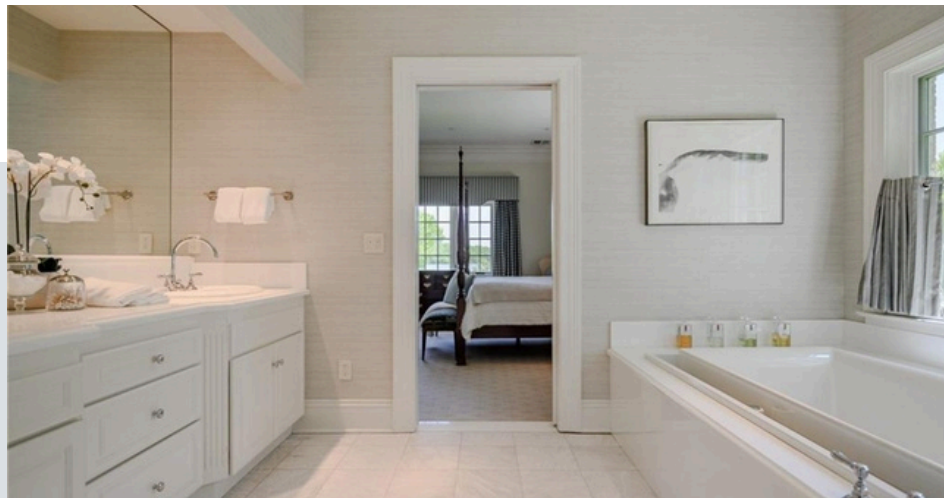
Bathrooms

Bathrooms are the one room buyers will want to see spotlessly clean. Make sure that your bathrooms were deeply cleaned as they can make or break your sale.

- Deep clean toilets, showers, and bathtubs
- Put down toilet seats and lids
- Wipe down countertops, mirrors, and light fixtures
- Put away items like toothbrushes, toothpaste, and soap
- Replace shower curtain
- Display fresh towels in a neutral colour
- Empty trash
- Run the fan to reduce humidity

TIPS:

- Use white towels for that fresh clean feel!
- Add flowers or greens to create a spa like sanctuary





Basement

- Pack away seasonal items you will not need before you move
- Vacuum cobwebs and floor
- Run a dehumidifier in the basement continuously- but not at showings!
- Change furnace filter
- Clean water heater and drains



Garage

- Organize to create floor space
- Organize items in bins or shelves
- Cover exposed wiring
- Ensure the garage door is working
- Make sure there's enough room to park the car

6 Common Staging Tips

Here are a few staging tips to get your home ready for the market.

01

DECLUTTER & DEPERSONALIZE

The whole point of staging is to help buyers visualize the space as their own. The best way to achieve this is by creating a plain home, free of clutter and your personal photos. Start by putting away all personal belongings and getting rid of unwanted clutter.

02

LIGHT UP YOUR HOME

A nice lighted staged home will instantly make it more warm and welcoming. Make sure to open the windows and drapes for natural lighting if possible. Note to also increase the wattage of your lamps and fixtures, as well as add additional lighting sources to each room.

03

GO WITH NEUTRAL TONES

Freshly painted spaces will instantly make your staged home look more new and worth more. When choosing paint colors, go for soft neutral colors so it adds warmth and life to your home.

04

MAKE ALL THE NECESSARY REPAIRS

If your home has leaky faucets, missing floorboards, or broken cabinets; these are things that potential buyers deem as red flags. By making all the necessary repairs, it shows to buyers how much effort you've put into maintaining the property.

05

STAGE WHERE IT COUNTS

The living room, master bedroom, and kitchen are the rooms that have the biggest impact on influencing the buyers' decisions. These are the rooms you'd want to focus the most on when staging.

06

GIVE YOUR HOME A DEEP CLEANING

A dirty house is a turn-off for potential buyers, while a clean home suggests that you've taken good care of the place. Be sure to have your home professionally cleaned prior to staging to show all buyers that your home is nice and fresh.

SHOWING *Checklist*

After staging is complete, it's time for the showings! Here is a showing checklist to help you make sure your home looks its best at all times.

SHOWING IN 10 MINUTES	SHOWING IN 30 MINUTES	SHOWING IN 1 HOUR
<ul style="list-style-type: none">• Place all clutter in a basket & place in your car• Wipe down all countertops• Take out all garbage• Check all towels are picked up• Turn on all lights & open the curtains or blinds• Make the beds• Secure your pets or take them with you	<ul style="list-style-type: none">• Place all clutter in a basket & place in your car• Vacuum all carpets• Clear and clean all kitchen counters• Clear out the kitchen sink• Take out all garbage• Check all towels are picked up• Turn on all lights & open the curtains or blinds• Sweep & mop all hard-surfaced floors• Make the beds• Put laundry away• Make sure home smells fresh• Secure your pets or take them with you	<ul style="list-style-type: none">• Place all clutter in a basket & place in your car• Vacuum all carpets• Clear out the kitchen sink• Take out all garbage• Check all towels are picked up• Turn on all lights & open the curtains or blinds• Sweep & mop all hard-surfaced floors• Make the beds• Clean all mirrors• Make sure home smells fresh• Check and wipe down toilets