



THE CONSUMER'S GUIDE TO REAL ESTATE STAGING™

Including The Most Recent Statistics



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Real Estate Staging, The Key to Successful Selling

Real Estate Staging is the act of preparing and showcasing residential or commercial property for sale. It is a systematic and coordinated methodology in which knowledge of real estate, home renovations and creative design principles are applied to attract a buyer.

Preparing property involves all or part of cleaning, de-cluttering, updating and repairing, while showcasing is the process of arranging furniture, accessories, art and light.

Whether the property is owner-occupied, or vacant, staging is recommended before listing a property. It can be equally effective after a property has been on the market for an extended period unsold.



Home Ingredients

Staging Benefits Buyers



Overall, professional stagers agree that staging a property prior to going on the market benefits everyone involved with the sale and purchase of the property. Professional stagers recommend repairs and upgrades that are needed to get the property in market ready condition.

Staging also shows buyers the property's true potential.

Buyers often do not have the funds to purchase a home and pay more money to address repairs, painting, etc. Buyers realize and appreciate the benefits of purchasing a professionally staged property.

Staging Benefits Sellers

- *Professionally staged homes present and show better than competing houses for sale, including new construction homes and higher-priced houses.*
- *Staged properties will sell faster when compared with houses that have not been staged. From the date of listing until the day of closing, home staging shortens this time frame, even in a slow real estate market.*
- *Staged properties can increase the number of offers and selling price in hot markets.*
- *Buyers view professionally staged listings as "well-maintained".*
- *Buyers' agents recognize that professionally staged listings are "move-in" ready and are inclined to show staged properties.*
- *Photos of professionally staged listings look better on the MLS, as well as in print.*
- *Professionally staged listings "STAND-OUT" in prospective buyers' minds.*



Simply Irresistible Interiors, Inc.

Vacant and Occupied Homes Previously on the Market Not Staged

63 Vacant and Occupied Homes	Listed Un-Staged Not Sold	Those same homes were Staged, and Received Their First Offer	Less Time On The Market
<i>2013 Study 01-13 to 12-13</i>	<i>143 Average DOM</i>	<i>40 Average DOM</i>	<i>72% Less time on market</i>

RESA studied 63 homes that were previously on the market not staged. These 63 homes sat on the market, on average, for 143 days before the homeowners gave up and called in a professional home stager. Those same homes were staged and received their first offer, on average, 40 days after being professionally staged.

This is 72% less time on the market.



Lasting Touch Interior Design & Staging

Vacant and Occupied Homes Staged Before They Went On The Market

481

Vacant and Occupied Homes
Staged Prior to Going on the Market

*2013 Study
01-13 to 12-13*

*FIRST OFFER
on average in 23 days*

RESA studied 481 homes that were staged before they went on the market. These homes, on average, received their first offer in 23 days after being professionally staged.



Staging Works!

Our 2013 study found that homes, not staged, would sit on the market, on average, for 143 days. Those same homes, once staged, sold, on average in 40 days.



This equates to a total of 183 days on the market. When staged first (prior to listing), homes averaged 23 days on the market. Bottom line—sellers are better off staging first and then having their home listed as they will sell 87% faster than they would if they listed first and then staged.



Refresh Home Staging

Staging Statistics

We studied 69 homes in excess of \$1M that were staged **prior** to going on the market also sold, on average in 38 days.

We studied 13 homes in excess of \$1M that were not staged. Those homes sat on the market, on average, 97 days. Once staged, these homes sold, on average, in 68 days. That's 165 total days on the market. If these home were staged first, they would have spent 77% less time on the market. Staging helps you to secure a contract more quickly.

We studied 139 homes that were priced between \$500K to \$999,999 - these homes were staged before they hit the market and on average, sold in 21 days after they were staged.

We also studied 24 homes that were also priced between \$500K to \$999,999 that were previously on the market before the homeowner decided to stage. Those homes sat on the market, on average, for 140 days. After staging, they sold, on average, in 48 days. That represents a difference of almost 89% less time on the market.

We studied 170 homes, priced between \$300K to \$499,999K that were staged before going on the market - those homes sold, on average, in 22 days.

We also studied 25 homes, priced between \$300K to \$499,999K that were put on the market before staging. Unfortunately, those homes sat on the market, on average, for 125 days. Once staged, they sold, on average 39 days. This is a difference of 87% less time on the market.

We studied 137 homes, priced between \$100K to \$299K that were staged before going on the market - those homes sold, on average, in 19 days.

We also studied 20 homes, priced between \$100K to \$299K that were put on the market before staging. Unfortunately, those homes sat on the market, on average, for 127 days. Once staged, they sold, on average 31 days. This is a difference of 88% less time on the market.

Staging Statistics

In California, we studied 81 homes that were staged prior to going on the market. On average, they sold in 20 days.

We also studied 17 homes that were previously on the market (un-staged) and those homes sat on the market, on average, for 62 days. Once staged, they sold, on average in 28 days.

In Michigan, we studied 44 homes where the homeowner knew the value of staging and staged their home before listing. On average, they sold in 25 days. Compared to the 7 homes that listed first, who had sat on the market for 127 days, on average, and finally staged and then sold in 47 days, on average.

In New York, we studied 15 homes that were staged and then put on the market. These 15 homes, sold, on average, in 25 days.

We also studied 10 homes, where the homeowner did not stage first and whose home sat on the market for 126 days, on average. After staging, they sold, on average in 43 days.

In Oregon, we studied 49 homes that were staged prior to going on the market. On average, those homes sold in 17 days.

We also studied 11 homes, listed before being professionally staged and those homes sat on the market for an average of 96 days. After staging, they were under contract, on average in 22 days.

In Pennsylvania, we studied 23 homes that were staged and then listed. Those homes sold on average in 28 days. We also studied 3 homes that were listed first and sat on the market, on average for 170 days. After staging, they were under contract, on average, for 39 days.

In Texas, we studied 83 homes. Those homeowners elected to stage first and were under contract, on average, in 27 days. We also studied, 5 homes that were listed first and sat on the market for an average of 121 days. After staging, they were under contract in 66 days.

In Washington, we studied 64 homes that were staged first and then went on the market. Being staged first reduced their time on the market and on average sold in 20 days.

We also studied 7 homes that were already on the market (not staged) and found that those homes sat for 145 days without an offer. Those 7 homes were then staged and sold, on average, in 39 days.

According to our statistics if these homes has been staged prior to going on the market they would have sold:

CA 5 Times Faster
NY 7 Times Faster

WA 7 Times Faster
OR 7 Times Faster

MI 7 Times Faster
PA 7 Times Faster

Common Repairs You Should Look For



Repair	Item	Replace/Upgrade
	<i>Worn carpets</i>	✓
	<i>Broken light switches</i>	✓
✓	<i>Loose door knobs</i>	
✓	<i>Leaky faucets</i>	✓
✓	<i>Running toilets</i>	✓
✓	<i>Sticky locks</i>	✓
✓	<i>Slow drains</i>	
	<i>Broken garbage disposal</i>	✓
✓	<i>Cracks, holes in walls</i>	✓
	<i>Broken screen doors</i>	✓
✓	<i>Clogged shower heads</i>	
	<i>Ripped window screens</i>	✓
✓	<i>Sticky windows</i>	
✓	<i>Cabinet door knobs</i>	✓

Properties that have had issues repaired are more attractive to potential buyers than properties that still need repairs.

Kitchens and Bathrooms

Kitchens and bathrooms sell homes. Buyers will pay special attention to these areas. It is so important to be sure these rooms are in the best condition possible. This includes being clean and up-to-date.

Kitchen & Bathroom Tips

- ❑ *Kitchens and bathrooms must be immaculate.*
- ❑ *Update appliances if possible.*
- ❑ *Check all the doors and cabinets to make sure they open smoothly. Repair if needed.*
- ❑ *Tighten doorknobs.*
- ❑ *Re-caulk or re-grout showers, tubs and sinks.*
- ❑ *Touch-up cabinet paint in bathroom and kitchen.*
- ❑ *Consider upgrading bathroom mirrors.*
- ❑ *Replace missing or broken tiles.*
- ❑ *Replace the garbage disposal if needed.*
- ❑ *Air out and clean inside of cabinets and under sinks.*



Before Mirror Mate



Wilbur Home Staging After Mirror Mate



Consider giving mirrors in your bathroom a facelift by using MirrorMate.

Quick & Easy Tips To Get Your Home Ready For Sale

Some of the most important things you can do to prepare your home for sale are quick and easy. Buyers look at everything! They truly imagine themselves living in your property. Paying special attention to these areas will give your property noticeable results.



Fixtures

- ❑ Update lighting fixtures - Installing new lighting is one of the most economical facelifts you can give your property. Outdated fixtures makes your property feel outdated to buyers.
- ❑ Install new light bulbs. Make sure to use the correct wattage for the light fixture.
- ❑ Install new toilets if the current ones are old & damaged.
- ❑ Clean windows both inside and outside.
- ❑ Repair broken windows.
- ❑ Make sure windows slide on tracks easily.
- ❑ Wash window screens and replace damaged screens.
- ❑ Update blinds if current ones are old & damaged.
- ❑ Update the garbage disposal if needed.
- ❑ Repair or update the faucets in sinks and bathrooms, including shower heads.



Considering hiring a professional to clean your property. Their fees are reasonable and it frees you up to take care of other matters. Do your cleaning **AFTER** you have made repairs, upgrades, painting, etc. This will ensure you cleaning is not ruined by the dust of repairs and upgrades.

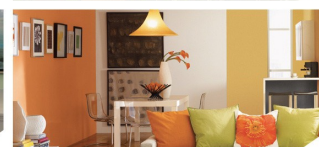
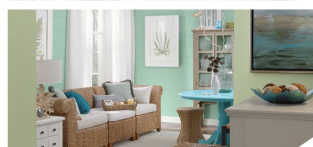
Give Your Home a “Paint Lift”

Exterior Prep Work Tips

- Remove light fixtures and shutters.
- Make repairs to light fixtures and shutters so you can replace them after you have painted.
- Power wash the house to remove dirt and paint chips.
- For super loose paint, use a paint scraper. (Be sure to wear eye protection)
- If power washing loosens mortar, repair this before you paint.
- Tape off areas you don't want painted.

Interior Prep Work Tips

- Move the furniture to the middle of the room and cover.
- Remove artwork from walls.
- Patch holes in the walls and sand them.
- Remove electrical switch plates and use masking tape or painters tape over the outlet.
- If painting the ceiling, cover lighting.
- Clean the walls with TSP. Follow the manufacturers directions.
- Tape off areas you don't want painted.



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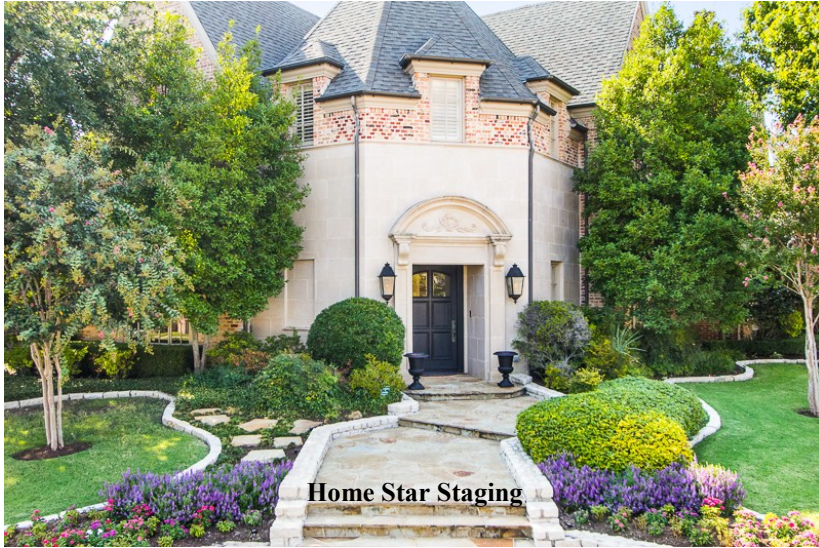


Spaces and Places

Color Choices

Neutral wall colors are best for selling homes. Color can be used in the accessories you use for staging.

Curb Appeal The Real First Impression



Curb appeal is the first “drive up” Impression that a buyer will have.

Buyers drive by and they will either love it or hate it.

Curb Appeal and Backyard Tips

- *Maintain regular watering, mowing, edging and weeding schedule.*
- *Remove any dead plants and replace with seasonal colorful plants when appropriate.*
- *Add fresh mulch to all beds.*
- *Remove lawn décor & equipment.*
- *Make sure front porch/entry way is clean and inviting.*
- *Make sure trees or bushes don't touch people as they walk up to the front door.*
- *Make sure sprinklers are working.*
- *Repaint front door, if needed.*
- *Power wash the outside of the house.*
- *Make sure the porch lighting is working and free of cob webs and spiders.*
- *Use outdoor furniture to create inviting spaces.*
- *Same rules apply to back yard.*



Lori Pedersen
Home Staging + Styling



Look at your property from across the street. What is your first impression of the house and yard? Take a photo of your property and look at it on your computer. This will simulate what buyers will see.

How much money could you save by staging your home before listing?

The Real Estate Staging Association® (RESA®) study shows 63 homeowners had their property on the market on average of 143 days before they decided to stage. **143 days = 5 months!!!**

Those same homes were staged and sold in 40 days on average after staging. This is **72% less time on the market.**

As an example, using this formula you can determine approximately how much money you will continue to spend while your home is on the market un-staged.

If your mortgage is :	\$1,800.00
If your expenses are:	\$300.00
Total carrying cost per month:	\$2,100.00

*Our study shows home owners had their property on the market for an average of 4.7 months. Since you can't pay half a months mortgage we will round this up to 5 months **\$2,100.00 X 5 months = \$10,500.00 in expenses.***

*We studied 481 homes that were staged before then went on the market and those homes sold on average in 23 days. Had these homeowners staged first, their time on market would have been cut by 120 days on average (4 months). **\$2,100.00 x 4 months= \$8,400.00***

Staging their homes first would have saved them \$ 8,400.00.

These numbers are all relative to individual mortgage and expenses. Use this simple formula to determine how much you will save by staging your home or listing before putting it on the market:

Mortgage + expenses (utilities, etc..) = Monthly expenses

Monthly expenses X 5 months (avg. time un-staged) = Cost to list house un-staged

Savings: Expenses x 4 months (average time on market reduced) – staging fee = Savings if you stage your house first!

*** If you have a price reduction, you can also add that into the loss you are taking by listing a property un-staged.*

What To Expect When Working with a Professional Stager

A professional stager can make your selling and moving experience LESS stressful. Professional stagers will be able to give you advice on what items need to be addressed in order to properly prepare your home for sale.

If you have a budget, then a professional stager will be able to tell you where to invest your dollars for the best return. They will be able to make recommendations on everything from paint choices to knowing when to replace or update items and knowing what stays and what should be packed up.

Professional stagers should never make you feel bad about your personal taste or insult your belongings, style, lifestyle etc.

Is Your Professional Stager a Member of RESA? RESA Members Follow a National Code of Ethics

1. *To always conduct myself as a professional with integrity, sincerity and sensitivity.*
2. *To ensure my employees and business associates conduct themselves in the same manner*
3. *To treat my clients and colleagues with respect*
4. *To refrain from making unsolicited comments, verbally or in writing about other stagers, clients, customers or Real Estate Agents*
5. *To refrain from revealing any confidential information about my clients*
6. *To fulfill my commitments*
7. *To never commit to a project that I am not able to fulfill*
8. *To fully educate my clients on the process of staging, fees, and all recommendations to properly stage their home or listing prior to any work being started*
9. *To never display disrespect for any Staging Professional. We are a diverse society of Stagers and respect all designations and backgrounds*
10. *To maintain and improve the standards of the home staging industry*
11. *To become and remain informed on issues affecting home staging*
12. *To keep my profile and blog on the RESA Site or other sites professional*
13. *To resolve conflicts with professionalism and appropriateness*
14. *To mentor and educate other stagers to the best of my ability*
15. *To never use stock photos or photos that are not my original work in my portfolio or gallery EVER. Stock design photos for use on a website outside of the portfolio or gallery are strongly discouraged. If a RESA Member does use stock photos on their site a disclaimer will be required in the footer of their website in no less than 10 font size stating: "Site contains some stock photos. All photos in portfolio are stager's work."*
16. *To use only my original written material in all electronic and print media including my website and blog. National or international statistics, charts and reports not written by the stager should be labeled as such.*
17. *RESA-PRO™ designees agree to not use ANY STOCK PHOTOS on their website or in their marketing materials.*
18. *To use truthful and accurate information on my website, marketing materials, presentations, blogs, etc.*

Hiring a Professional Stager VS. Doing it Yourself



Stagers are trained professionals and understand exactly what is needed to get your property prepared for sale. They understand current market conditions and know how to get the job done.

VS

Homeowners do not do this professionally and may not understand market conditions and other important information that dictates how the home should be presented.

Professional stagers develop relationships with industry partners like painters, carpet installers, carpet cleaners, roof repair, etc. These relationships can benefit you because stagers can pass on savings. In addition, you will gain peace of mind knowing you are more likely to get quality service from people they work with on a regular basis.

VS

Homeowners may have to pay retail or rely on friends or family to refer a service provider. Do-it-yourselfers won't have the luxury of a previous working relationship to ensure a job well done.

Professional stagers can "see what the buyer sees". Buying decisions are made very quickly. Professional stagers know how those decisions are made and create an environment that allows for a favorable decision to be made when buyers look at a property.

VS

Homeowners do not have the ability to "see what the buyer sees", because they are not trained in this capacity and it is difficult to be objective about their own home. Staging is an art and a science. Without training and experience, the outcome is less sure.

84% of buyers (some estimates are higher) look on the Internet to preview homes before they go to see a home in person. Properties with beautiful photographs will be looked at first. Photographs of properties that have been staged look better and the MLS than photos of non-staged properties.

VS

Anyone can snap a photograph of a room, but will it be of the best angle or have the best lighting to showcase the home? Professional stagers will get the best shots for your agent to use.

Most stagers provide additional website presence through blogging or on-line flyers. Additional web presence means more prospective buyers may see your home.

VS

If you don't work with a professional stager you will lose these benefits. Stagers can give your property more attention by bringing in more buyers.

Key Things to Consider When Hiring a Professional Stager

by Michelle Minch, Moving Mountains Design

- *Have they done work in the seller's area? It is important for stagers to do their homework and understand the market in the neighborhood they are staging. Since staging is marketing they need to be able to effectively stage the property for the types of people or families that are looking to buy in that neighborhood.*
- *Understand the rates and fees. It is important for home owners to fully understand exactly what they are getting and to be clear about their expectations. Make sure to read and understand the stager's contract. If you don't understand something ask for clarification.*
- *You get what you pay for. Interview 2 or 3 stagers. BEWARE of stagers that come in with a bid that is much lower than the rest. They may be quoting a low price just to get the job. When they do that the quality of the job may often suffer. They may use less than acceptable furnishing and not do the project justice.*
- *Does the stager's portfolio display a wide range of styles, or do all the homes look the same? Make sure the stager is capable of, and has access to furnishings and accessories, that present the home in a manner that accentuates its architectural style.*
- *Ask if the stager rents furniture from another source or owns the furniture he or she will be using. Make sure the furniture the stager uses is appropriate to the style of your home and not just what he or she happens to have in inventory at that time.*
- *Ask if all the photos in a stager's portfolio are of their own work. All photos should show that stager's work and not be part of a group class project from a training program.*
- *Ask for references, including phone numbers and/or e-mail addresses. Check those references and ask whether they would hire that stager again.*
- *Does the stager have business insurance and what does it cover and how does it work?*

Showing Your Home

Kitchen

- Make sure all dishes are put away in the kitchen.*
- Wipe down the kitchen counters.*
- Put away dish rags, towels, and sponges.*
- Put dish soap under the counter.*
- Have counter tops tidy with no clutter.*
- Wipe down appliances so they shine.*
- Empty all trash cans and hide if visible.*

Bedrooms

- Make all beds.*
- Pick-up and put away all clothes.*
- Make sure dresser tops are clean and tidy.*
- Put away jewelry.*
- Hide any personal items.*

Bathroom

- Make sure bath and shower are clean.*
- If you have glass doors, make sure they are free from water spots.*
- Make sure towels are clean and tidy.*
- Make sure toilet bowl is clean and install a bowl freshener.*
- Remove or hide medications.*
- Empty trash can.*

Living Room/Family Room/Office

- Make sure rooms are clean and tidy.*
- Put away magazines.*
- Put the remote controls out of sight.*
- Turn off computers.*
- Hide any documents with identifying information.*



Miscellaneous

- Vacuum carpets.*
- Sweep floors.*
- Turn on lights.*
- Play soft music.*

Curb Appeal

- Sweep walks.*
- Power wash house and walkways.*
- Use fresh mulch.*
- Plant colorful flowers.*

Six Weeks before Moving:

- ❑ *Start talking to your children about the move so they are not anxious.*
- ❑ *If you are an active service member, decide whether you want to make a DIY move, or have the government handle everything for you.*
- ❑ *If using a moving company call and get estimates and choose a company.*
- ❑ *If you are moving yourself and need moving trucks, call now to book the truck. If you wait you will risk not having an available truck.*
- ❑ *Pick an afternoon or evening for everyone in the family to go through their clothes. Make piles of clothes to toss, to give to charity, and keep.*
- ❑ *Remember moving is an excellent time to purge!! Really take a look at items that you have stored in the garage, basement, etc. Chances are if you have not used it in 6 months you most likely no longer need it. Many items you once felt you had an emotional attachment to, you may now find that you don't. You still have the memory but you may not necessarily need the macaroni pen holder you made in grammar school!*
- ❑ *Create an inventory of everything to be moved.*
- ❑ *Collect everything that is not to be moved and have a garage sale or donate to charity. (charitable donations are tax deductible so save the receipts)*
- ❑ *Get boxes and start packing.*



Moving Companies

Estimates

Notes:

Four Weeks before Moving:

- Notify any mail subscriptions of a change of address.*
- Check out your new community if you are not familiar with it; use the Internet to locate all of the stores and places you use in your current community.*
- Get children's school records.*
- Find the schools your children will go to and make arrangements for them.*
- Look into new daycare, should you require it.*
- Collect everything from neighbors or friends that you have lent out and return everything you have borrowed.*
- Check with your veterinarian for pet records. If your pets are micro chipped, notify the chip company of new address and phone numbers. If you are traveling to your new location, give them cell numbers and have them post notes that you are in transit incase the pets escape during the move.*
- Set up a disconnect date with the utility companies; make sure they have your new address so they can send you a final statement or deposit refund if its due.*
- Stop shopping online so you don't have packages delivered that won't make it before you move.*
- Service power mowers, boats etc., Drain all gas/oil to prevent spills and/or fires when moving.*
- Check with doctors and dentists for all family records and prescriptions.*
- Check freezer and use all the food you can use until you move.*
- Check your pantry for expired canned items or items almost empty. Toss what you don't want to take with you.*
- If you have a safe deposit box and are moving out of the area, remove your contents so you can take them with you.*
- If you have house plants consider giving them to friends or neighbors as they may not survive the move.*



Use www.Google.com and search Chamber of Commerce + your new city name.

They are a great resource in getting familiar with your new community.

Important Numbers

Current School _____

New School _____

Current Day Care _____

New Day Care _____

Important Numbers

Veterinarian _____

Utility Company _____

Doctor _____

Dentist _____

Important Numbers

One Week before Moving

- Handle your banking needs, close accounts if needed etc.
- If moving long distance have your car serviced and fill all fluids.
- Request a change of address from the post office.
- Dispose of combustibles and spray cans as they can explode, especially if moving in the heat.
- Finish packing and don't forget to mark the boxes.
- Create one large room in your house for the packers/movers to be able to use so they can work freely.
- Cancel newspaper and garden services.
- Don't forget your pets; make any arrangements to ensure their safety in the move.
- Review the entire list to make sure you have not overlooked anything.

Veterinarian _____

REALTOR _____

Newspaper _____

Bank _____

Movers _____



You can change your address online at www.USPS.com

Moving Day

- If you are moving locally, have one person go to the new house when delivering the first load and one person stay behind to keep the process going.
- Have small children stay with friends or family as children will slow the process and get bored.
- Tell packers/mover about fragile or precious items.
- Make a final check of the entire house including closets, shelves, attic, garage, every room.
- Make sure the movers have your correct new address and they know how to get there.
- Exchange cell phone #'s with the driver.
- Lock all doors and windows and advise your REALTOR® you have left.



Moving does take a lot of time and energy and can be a stressful experience for everyone in the family. Be sure to plan ahead and remember that moving affects everyone in the family so everyone needs to be considerate and mindful of each other's feelings.

1. *Make your home look organized – even if you aren't.*
2. *Remove excess furniture throughout your home.*
3. *Hang mirrors to widen a narrow room.*
4. *Remove half the contents of your closets to show buyers there's plenty of room.*
5. *Add light inside closets to make them look bigger.*
6. *Take everything off of the closet floor.*
7. *Color coordinate and organize clothing in closets.*
8. *Make your master bedroom look and feel like a private retreat.*
9. *Buy new bedding in neutral tones to dress up bedrooms.*
10. *Showcase bedrooms as bedrooms.*
11. *Make your master bathroom look and feel spa-like.*
12. *Minimize what is on your countertops to make them feel more spacious.*
13. *Remove all household appliances that are not used on a daily basis.*
14. *Place all hygiene items under the sinks in the bathrooms.*
15. *Make sure beds are made every day.*
16. *Ensure sink is clear of any dishes.*
17. *If selling in the summer remove all winter clothes.*
18. *If selling in the winter remove all summer clothes.*
19. *Hide dirty laundry.*
20. *Remove trash cans from view.*



Lionsgate Design



Real Estate Staging Association

Advancing Professionalism and Excellence in Real Estate Staging

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Real Estate Staging Association®

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888-201-8687



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