

Staging Your Home to Sell

Potential home buyers will decide to purchase your home in the first 30 seconds upon entering it. The first impression your home makes on potential buyers is the key to selling your home fast and for top dollar. Create a warm, inviting ambiance that enhances the architectural beauty of your house to sell it quickly. Intrigue them with that “wow” factor and you will gain a buyer instantly!

Remember you are putting your home on display, so it must be presentable. It is necessary to appeal to the masses so keep this in mind as you purchase items. Decorate with a little flair but yet keep things simple and straight forward. Be mindful of many factors as you go about preparing your home to sell. If you do not have an eye for presentation and coordination, hire a professional designer. A designer can stage a home in no time. Their expert eye for detail and their ability to key in on the emotional appeal will create a visual and ambiance that will grab the buyers’ attention and get you the results you want.



Four Key Steps to Follow as You Stage Your Home

1. Clean, Organize, and De-clutter. All rooms and every space in the house need be addressed. Pack up anything that is not being used in organized boxes and store out of sight or off site. Buyers will look in closets, open drawers, and cabinets. Keep all rooms clean and, most importantly, filled to a minimum. All counter tops must be rid of bulky items, small appliances, and ALL personal items. De-personalize your space. Keep things bare with one or two decorative accessories to add a splash of color or interest.

2. Painting and Repairs. Take time to inventory all walls inside and out for cracks and damage. A fresh coat of paint does wonders to give life to a home. Keep the colors on the neutral side and never use boring white! Check for leaky faucets, burnt out light bulbs, and sticky or stained flooring. New carpet is the least expensive choice if you need to replace your flooring.

3. Appeal to All 5 Senses. Turn off all televisions and computers. Put on some soft music in the background. Open all draperies and blinds to let the natural light seep into the house. Keep all pets out of the home. Candles and flowers in the main rooms and the bathrooms make a big difference. Use a soft throw on the sofa or comfy pillows on the beds for the buyer to feel and touch.

4. Furniture Arrangement. Keep all furniture pieces to a minimum. An area rug, cocktail ottoman, or new table lamp sometimes can round out missing pieces needed. Do not clutter a space but instead minimize it using a few key accessories. Keep space open enough to walk around and sit down if the buyer chooses to do so.

If you are in need of assistance to stage your home, please contact Nina at (661) 713-9800 or nina@superior-designs.com, or visit <http://www.superior-designs.com/>.



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