



HOW TO PREP YOUR HOME LIKE A PRO

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DEEP CLEAN, DECLUTTER, AND DEPERSONALIZE

DEPERSONALIZING & DECLUTTERING YOUR HOME IS ONE OF *THE MOST IMPORTANT STEPS* IN THE HOME STAGING PROCESS.

IT'S ALL ABOUT NEUTRALIZING, OR REMOVING YOUR PERSONAL TASTE FROM YOUR HOME DECOR SO THAT BUYERS CAN MENTALLY SEE THEMSELVES MOVING IN.
YOU HAVE TO LOOK AT YOUR HOME IN THE BUYERS' EYES.



- Go through every room and get rid of anything you no longer want or need
- Declutter and depersonalize *everything*! Small objects don't photo well so remove any knick-knacks and any personal items. When it comes to getting your home ready for the market, less is ALWAYS more
- Remove personal photos & portraits
- Take down trophies, awards, and framed certificates
- Pack away toys, kids' artwork, sports equipment, and pet supplies
- Depersonalize bathrooms by removing or storing toothbrushes, makeup, hair products, etc.
- Deep clean the entire home top-to-bottom as you've never cleaned before

EASY, LOW-COST UPGRADES

It is crucial to have your home ready for the market on day one. We are selling a dream of homeownership, and the dream of homeownership does not include trimming trees back from the roof of your house, painting, and removing your wallpaper.

HERE ARE A FEW LOW-COST UPGRADES THAT WILL MAKE A BIG IMPACT IN THE EYES OF POTENTIAL BUYERS:

- ✓ **REPAINT/CLEAN WALLS:**
Replace bold or outdated wall colors with soft neutral colors, and touch up kitchen baseboards, cabinets, trim, doors, and molding. Using light shades of blue or gray has been shown to be more appealing to potential buyers.
- ✓ **LANDSCAPE:**
Refreshing your landscaping is highly important for curb appeal. Your exterior is your first impression to potential buyers. Add some color with flowers and shrubs, remove weeds, and keep the lawn mowed.
- ✓ **UPGRADE LIGHTING & FIXTURES:**
Lighten up any dark rooms by adding lamps and accent lighting, and be sure to swap old light bulbs with brighter LED bulbs. Also, swap out old, outdated brass light fixtures and doorknobs with new, modern fixtures to instantly transform a space.
- ✓ **REPLACE OUTDATED APPLIANCES:**
Outdated appliances can make the home feel older and unappealing to buyers. Updating your old black or white appliances with stainless steel options can add significant value to your home.
- ✓ **UPDATE FLOORING:**
Flooring is one of the first things a potential buyer will see, and it can make or break it for them. Replace old carpeting and get your wood floors polished and your tile floors cleaned, including the grout.

CLEANING IS **ESSENTIAL**

- Consider hiring a professional cleaning company to thoroughly clean your home from top to bottom
- Have your rugs and carpets steam cleaned or replaced
- Deep clean all appliances
- Replace old caulk and remove all stains from tubs, toilets, and sinks
- Wipe down all surfaces
- Power wash the front and back patio or deck
- Clean all windows, inside and out
- Clean gutters & downspouts
- Clean out kitchen cabinets & pantry, and remove everything from countertops
- Remove excess or bulky furniture that can get in the way of buyers walking through the home
- Declutter your closet space so you can showcase how much room there is for storage



DIY STAGING TIPS



- ✓ Open all of the blinds and remove all curtains
- ✓ Add new fluffy white towels to all of the bathrooms
- ✓ Remove area rugs (unless discussed)
- ✓ Replace brass doorknobs and light fixtures with more modern brushed nickel or black matte — I can recommend new chic, inexpensive lighting fixtures and hardware
- ✓ REMOVE AIR FRESHENERS! Clean is the best scent — so deep clean like you've never cleaned before, including the stove, fridge, and microwave
- ✓ Clean out and organize all closets — this will help the storage space appear larger
- ✓ De-clutter everything - *Have a designated basket you can use for random things lying around, and then take it with you when you leave! *Put toiletries away and remove clutter from countertops*
- ✓ De-personalize your home. One of the primary objectives of home staging is to help prospective buyers visualize the space as their own. Take down any photos of you or your family and store in the back of your closet
- ✓ Buy a new welcome mat for the front door
- ✓ Replace comforters with white or neutral bedding and add more pillows. This will give your bedrooms a facelift and create a more inviting space.
- ✓ Use a Magic Eraser on all doors and windowsills, and walls if necessary