

DO IT YOURSELF STAGING

- **Declutter and depersonalize.** One of the best ways to stage your home for someone else to imagine living there is to get rid of your personal stuff. Declutter books, pictures, knickknacks, and anything else that is exclusively *you*.
- **Paint walls in neutral tones.** Real estate experts believe certain paint colors inspire buyers to put in an offer, and often suggest that sellers repaint their home in these hues to create a blank canvas for optimal staging.
- **Turn on all the lights.** If you don't have enough light, things can look drab and dreary, especially if you have showings on a gray day. I suggest adding floor lamps to rooms that don't have enough light or even borrowing table lamps from friends and neighbors to brighten things up.
- **Remove Curtains** – remove curtains that are dark and are blocking any light from coming into a room. Open blinds and put up shades.
- **Set the table.** A blank dining room table is boring. Instead, set it for a simple dinner party so there is a wow factor when buyers walk in and see your beautifully arranged table.
- **Add mirrors.** Mirrors make rooms look larger.
- **Keep furniture proportional to the room.** Strategically placing a minimal amount of furniture in a small space works better than over crowding it with too much furniture. A small desk, chair, and an area rug with one big piece of art in a small room, can give a small room a purpose without overfilling the room.
- **Minimize art and decorations.** When staging a room, use paintings that are landscapes or abstract, or figurative art that brings out an accent color in the room without being too specific.
- **Turn your bathroom into a spa.** “I recommend clients purchase solid white towels, rugs, and shower curtains when preparing to sell their home. These simple luxuries don't cost much, but can make a significant difference in the feel of the room. Plus, who can argue with white?”
- **Add pops of color.** Now that you've painted the walls a neutral hue, think about adding in pops of color. These could be colorful pillows on couches and beds, or a bowl of green Granny Smith apples in the kitchen.
- **Clean out and organize closets.** I suggest making sure hangers are evenly spaced apart, and matching your shoes, purses, and accessories to give a color-coordinated, organized appearance inside your closet.
- **Clear off countertops.** Get rid of all clutter in bathrooms and kitchens except for the bare necessities that “read” bathroom (soap dish and a hand towel) or kitchen (coffee machine). Put a cookbook on a stand on a kitchen counter, and have it open to a fun recipe. Kitchens are often the number one priority on a buyer's list, so make yours look as clean, open, and spacious as possible.

Don't forget that while staging the inside of your home is important, the outside—the site of your curb appeal—is just as critical if you want your home to sell fast.