

# LESS IS MORE!

## Stage It List It Sell It



### Nifty Tips on Showing Days

Turn on all lights and lamps.

Have FM stereo on & TVs (but mute) for all viewings.

Leave fireplaces on for ambiance (depending on the time of year).



## Tips on how to get your home ready to sell...and quickly.

Try looking at your home "THROUGH THE BUYER'S EYES" and imagine having never seen it before. The time and money that you invest on the following suggestions will bring back a return, and a faster sale.

Limit wall decorations to fewer pieces and choose large artwork.

1

Small dining tables make eat-in kitchen spaces appear larger.

2

Arrange knickknacks in odd groupings such as 3, 5 or 7.

3

### **Tip #1 - Boost Curb Appeal.**

This is something you always hear, and with very good reason. Many people who consider touring your home will do a quick drive-by first, often deciding on the spot if it is even worth a look inside. Mow the lawn; make sure visitors can clearly read your house numbers. Make sure your home is ready to lure in onlookers with these tips. Also check the outside paint condition of the home.



### **Tip #2 - Choose Sophisticated Neutral Colors.**

Everyone knows that neutral colors are more attractive to potential homebuyers. Some sellers make the mistake of painting their homes the “vanilla”. A variety of an earth-toned color palette will give your home memorable warmth and charm. Rich mid-tone neutrals like mocha and “greige”, create a sophisticated backdrop that makes everything look more pulled together. Stick with colors that you see in nature such as gray, beige, sage, soft yellow and spa blue.

### **Tip #3 - Empty Closets.**

Storage is something every buyer is looking for; there is never enough storage. Remove half the items from your closets. Then neatly organize what’s left and if possible, change all of the hangers so they are the same. Open-house visitors will peek inside your closets. The entry foyer closet should contain one coat for each member of the family and extra hangers. Any other storage items should be removed. Aim to have 20 to 30 percent open space in each closet to give the impression of spaciousness.

## **Reinvent the Kitchen**

\$100: Install elegant cabinet knobs and drawer pulls for an instant makeover.

\$1,000: Brighten the kitchen with a variety of lighting, such as under- and above-cabinet LED fixtures, pendants above an island, or recessed lights. You can also install a sleek new sink and faucet.

\$5,000: If your appliances are outdated, you may want to invest in a new cooktop, range, and/or dishwasher. Look for styles with universal appeal (that means no avocado green!). If your cabinets are less-than-stylish, consider refacing them for a fresh new look.



#### **Tip #4 - Create a Gender-Neutral Master Bedroom.**

Appeal to everyone with a clean, tailored master bedroom. Remove all personal items and any clutter. Remove any features that seem too gender-specific. Paint the walls a neutral color, and choose bedding that matches. You can't go wrong with clean, crisp linens, tasteful artwork and a blanket folded at the foot of the bed. For the best appearance choose just a few accessories that compliment and pull together the color scheme.

#### **Tip #5 - Cleaning and De-cluttering.**

- Clear all unnecessary objects from the kitchen countertops.
- Clear refrigerator fronts of messages and pictures.
- A sparse kitchen helps the buyer think about moving their own things into your kitchen.
- Remove excess or oversized furniture.
- Freshen air and get rid of odors like pets and food.
- Remove clutter from furniture, counters and all areas of the home.
- Remove family photos, personal collections and medications.
- Every closet should be organized.
- Polish woodwork and mirrors.
- Doors should be oiled and squeak-free.
- Empty trash cans and recycling bins.
- Make sure cabinets and drawers can open completely.
- Keep baseboards clean and dusted. Keep bookshelves and entertainment units organized neatly.
- Keep shower curtains fresh and free from mildew.
- Get rid of all dust bunnies.
- All stairways and corridors should be clear. Make bathrooms sparkle; sinks, toilets and tubs should be immaculate.
- Remove appliances from kitchen counters; even the coffee pot.
- Secure valuable items, including cash and jewelry.



#### **Tip # 6 - Beware of Pet Odors.**

Really, this can be a big one! If you have pets, get all rugs steam cleaned and be extra vigilant about vacuuming and washing surfaces. Also be sure to keep any extra-loved pet toys and doggie bones hidden when tours are scheduled. Assign a basket for this. Purchase a gallon of lavender Odoban. Keep it around for quick spraying throughout the entire home.

### **Tip #7 - Accessorize Sparingly.**

When staging rooms with pared-down selections from your collection, remember the "rule of threes" to create pleasing, uncluttered groupings of items. A few plants placed within main living areas can also add welcome vitality.

### **Tip# 8 - Show Off Your Home's Best Features.**

Remove rugs to show off hardwood floors. Pull drapes back to showcase nicer views. Stage the front porch or deck with furniture and potted plants.

### **Tip # 9 - Pay Attention to Kitchens and Bathrooms**

- Mop and wax/polish the floors.
- Clear the countertops
- Caulk where needed
- Clean appliances and fixtures.
- Clean and organize the pantry, cabinets and drawers.
- Remove stains from sinks, toilets and bathtubs.
- Keep all toilet seat lids down.
- Hang fresh towels.



### **Tip # 10 - Appeal to the Senses**

- Bake cookies or burn scented candles on Open House/Showing days.
- Offer light refreshments.
- Install higher wattage incandescent lights bulbs to brighten rooms.
- Turn on all lights, set a mood.
- Open windows to let in fresh air.
- Open curtains and blinds to let natural light in.
- Relocate pets on the day of the open house.
- Always refrain from smoking in the home.

### **Tip #11 - Fix Minor Repairs.**

- Replace cracked floor or counter tiles.
- Patch and paint holes in walls.
- Fix leaky faucets.
- Fix doors that don't close properly and kitchen drawers that jam.
- Replace burnt-out light bulbs and clean inside and outside of fixtures.