

Staging Your Home to Sell



Staging your home is an effective way to sell it much faster. When you stage your home, you are dressing it up to sell. You need to adopt the ability to look at your home objectively and create a mood that will entice potential buyers to make a quick offer.

Many people hire professional stagers, but if you follow these simple rules, we are confident that you can achieve this important task all by yourself!

- **Cut all emotional ties.** In order to make your home appealing to potential homebuyers, you need to look at your house objectively. During this process, try to accept the fact that you will likely need to make changes to your house that may not necessarily appeal to you. Remember that these changes will sell your home fast!
- **Do your own walk-through.** Walk through your home as if you were the buyer. Take a pencil and paper to write down all of your objective opinions regarding the things that need to be done.
- **Update your home.** Tackle those weekend projects. Improvements such as painting, retiling, replacing fixtures and knobs, as well as cleaning or replacing floors will make buyers much more interested in buying your home.
- **Improve curb-appeal.** If a house is not appealing on the outside, then buyers assume that it is not going to be appealing on the inside. So, make your home more inviting. Trim your lawn, plant fresh flowers, and paint an old fence. Buyers will be much more interested in touring your home.
- **De-clutter.** Make your home seem more spacious for homebuyers. De-clutter your rooms, closets, drawers, and countertops. Consider storing your extra belongings at STOREExpress until you are ready to move.
- **Take down wallpaper.** Wallpaper has become a thing of the past. Not only does wallpaper give your home an out-dated look, but it is often very personalized and can turn buyers away immediately.
- **Let there be light.** Light gives homes a very spacious and open feel, so brighten it up. Increase the bulb wattage in your lamps, clean your windows, and trim any outside brush that may be blocking light from entering your home.
- **De-personalize.** Remove family photos, awards, certificates, and refrigerator magnets. These things are a sure indication that this is *your* home, and homebuyers need to feel like it's *theirs*.

(Adapted from Crump, 2009. 10 tips for staging your home for the real estate market. www.cleveland.com/insideout)

STOREExpress
Can Help You
Stage Your Home!



When you are ready to stage your home, store your extra belongings at one of our six convenient locations.

Additionally, store with us and receive a **Free Truck and Gas** for your unit move-in. There are absolutely no hidden fees. Our trucks include a dolly, pads, and straps at no cost to you!