

Staging Your Home For Sale

by Nancy Feldman

We at The Art of Placement, Inc. are known for creating settings that buyers cannot resist! In this marketplace, with so many homes for sale, the homes we stage are selling fast and get their asking price! Why? Quite simply, we're not emotionally attached to your belongings and we are skilled in what we do! It is usually much easier to bring in an outside company to stage your home than to do it yourself. The process of staging usually takes one or two days depending upon the size of the home, how many belongings, etc. and can be accomplished while you are out doing other things. Prices vary from job to job.

For those brave souls who want to take a stab at it themselves here are some tips:

- Even a staging company will say to you that your home must be clean before you show it! (I cannot tell you how many Realtors say PLEASE tell them to take all of the kids toys out of the "dining room"). Remove the clutter!
- A different color on every wall may be your look, but in most cases a neutral palette with a good design flow from one room to the next is your best bet. Ultra contemporary homes may be excluded from this rule of thumb.
- Separate yourselves from your belongings. The potential buyer cannot visualize themselves living in your space if they're more interested in how cute the kids are or where your skiing trip took place. Family photos have to come down! Let the buyer imagine their photos on that perfect family photo wall instead of remembering yours!
- Silk flowers and/or trees that are of high quality can stay (in small doses). If you're questioning whether you have too many, you do! Whenever possible replace with real. The aroma (as long as not overpowering) is inviting and makes people more comfortable.



Same day: Before , 9am left.
After 5pm below



Same day: Before , 9am right.
After 5pm above



Try to bring the outdoors in with some of the greenery; but remember too much adds to the clutter and makes people feel claustrophobic!

- Try to remember why you wanted to buy this house in the 1st place. Are there great architectural features that are now obscured because of seating arrangements? Where is your focal point? Do you have more than one? Will your potential buyers even notice points of interest or will they be too busy focusing on your stuff?
- If you do have a lot of accessories, try to group them in odd numbers not pairs. One candlestick on each side of the mantelpiece splits the eye. Also, use this opportunity to start packing up those things that don't have to stay. Gift some items, consign others but keep only what works.

If all of this stresses you out and you decide to go with an outside company make sure you check them out! Look at their before and after photos! Are they dramatic? What kind of track record do they have for getting homes sold? Are they licensed, insured and bonded?

After receiving an offer of \$100,000 below the asking price, a Realtor called us in to stage a home in an upscale community for his clients. We invited the same buyer back the next day to view our newly staged home and they came up to full asking price! It really is all about showing your home in the best light!

For those of you with unfurnished, empty properties for sale, sellers in California know that Realtors won't even list a property that hasn't been staged! If you own a property that hasn't moved in awhile, think about your carrying costs and realize that it's probably time to invest some money in getting it sold!

Nancy Feldman is the President of The Art of Placement. For more information call (561) 479-2290 or visit their website www.vistage.com.