



**SELLERS
STAGING GUIDE**





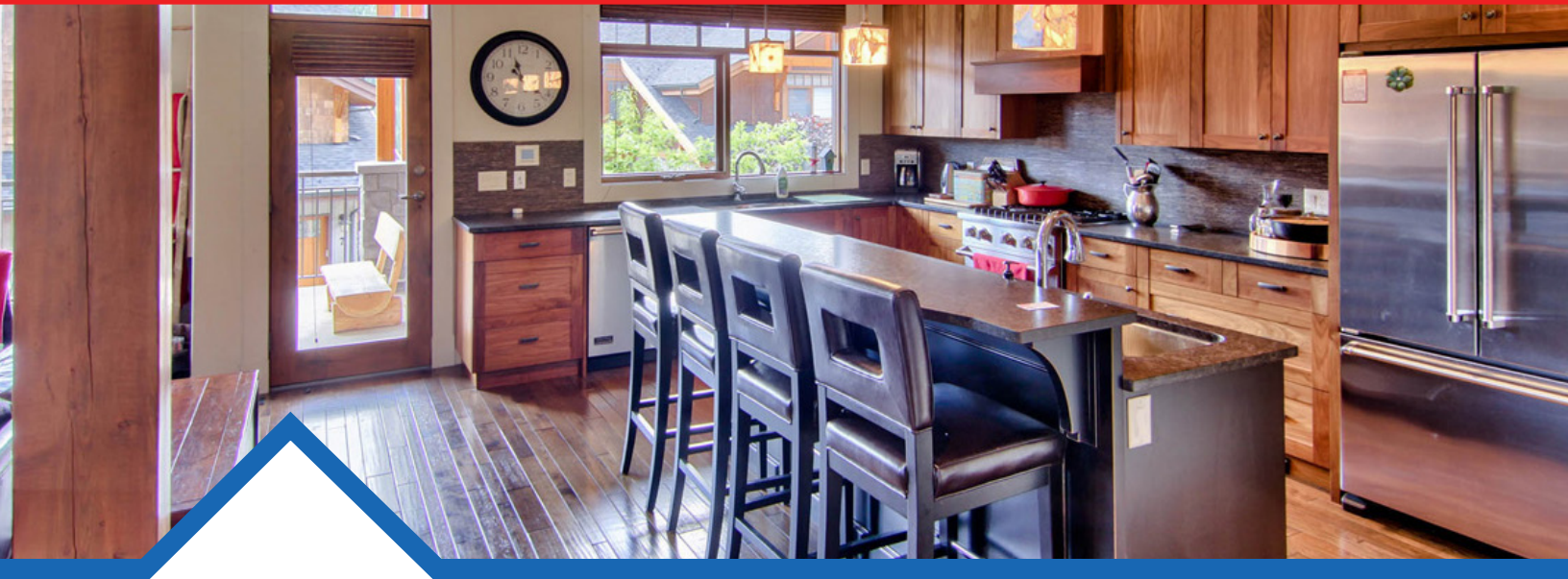
HOME INSPECTION

Consider having your home inspected before you list it. In doing this, you will learn if there are any major repairs needed and can address them before the house goes on the market. This also shows the buyers and their agent that you have been proactive. When it comes to finding the right home inspector, your RE/MAX agent is a great source for recommending someone. Once the inspection is completed, you will be able to determine the next steps in preparing your home for sale.

Things to think about:

- What year was your house built?
- Do your lights flicker, or breakers or fuses blow?
- Do you have a fuse box or electrical panel?
- Do you have aluminum wiring, or knob and tube?
- What condition is your plumbing in?
- How old is your furnace?
- How often do you replace your furnace filters?
- Do you have a water softener?
- Is your roof in good condition?
- Are your windows in good condition?
- What condition is your foundation in?
- If you have a deck or patio, what condition are they in?
- Do you have any water problems?
- Have you had problems with mold and mildew?

STAGING YOUR OWN HOME



PRE-SALE PREPARATION

Your house needs to be neat, clean and orderly in preparing it for sale. Organizing and pre-packing items that are not regularly used will create a spacious feeling. Storage is one of the top items on a buyer's list; therefore it's necessary to show that your home has the space desired.

Things to think about:

- Does each room in your house feel spacious?
- Is your house clean from top to bottom?
- Pre-pack all items that you do not need while selling your house.
- Pre-pack off-season clothing and items.
- Decide where you can store your boxes and extra items.
- How does your garage look?
- If your basement is unfinished and used for storage, how does it look?



STAGING YOUR OWN HOME



FLOORING

Flooring is a very important part of preparing your home for sale. Buyers want a home that's move-in ready and the flooring will reveal to them how well the home has been maintained. Up-to-date flooring is one of the top selling features buyers are looking for.

Things to think about:

- If the carpets look worn out or dirty, have them professionally cleaned.
- If the carpets are old, damaged or significantly out of date, consider replacement flooring.
- Take into consideration the rooms that you are putting carpet in, as this will help to determine what style you select (e.g. bedroom vs. rec room).
- If carpets need replacing, select something that works with the existing flooring in the home.
- If you have vinyl flooring, consider what condition it's in and if it needs to be replaced. Keep in mind that different looks can be created with vinyl, including ceramic, slate and stone without the added expense.
- If you have hardwood flooring, even if it is underneath carpet, consider what condition it is in. Refinish the flooring if possible.



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CURB APPEAL

Your exterior says a lot about how your home is maintained both inside and out. When buyers drive by your home or view photos online this will create a lasting impression, so show them that your property is well cared for. When buyers see an attractive exterior they will be eager to stop and excited to view the interior as well.

Things to think about:

- Make a list of major repairs that are needed such as roofing, siding and lighting. Make as many of these repairs as possible.
- Make a list of minor repairs needed such as painting, or minor landscaping. Make as many of these repairs as possible.
- Sweep or shovel walkways, driveways, patio/deck (salt in the winter).
- Maintain front, back and side yard. Ensure lawns are mowed, shrubs are pruned and flower beds are weeded.
- Add flowers or winter arrangements on your front porch and/or in front of the garage.
- Remove all festive lights and decorations.



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PAINT

Buyers want to purchase a home that is move-in ready and this includes the paint colour. If your house is painted in very bright or unusual colours, then potential buyers may be turned off or feel that they can negotiate on your asking price. Neutral colours are restful to the eye and most buyers want to live in the home for awhile before deciding if they want to change the paint colour.

Things to think about:

- Consider painting if it has been more than five years since the room was last painted.
- Determine if your home has a warm tone or cool tone before selecting a paint colour.
- Paint in neutral tones that appeal to the widest range of buyers.
- Select colours that are restful on the eyes and create the right mood.
- Remove wallpaper.
- Freshen up doors and trim with a coat of paint.
- Repair any holes or cracks in the walls and ceilings.
- Paint the ceilings for a completely refreshed clean look.

REMOVE YOUR IDENTITY

“Depersonalizing” is an important step in selling your home. Since you’ve made the decision to move, you need to commit yourself and remove your identity from the house. You need to let go emotionally, and this can be a tough process. Focus on turning your home into a “model home.” By disconnecting yourself from your house, you enable prospective buyers to emotionally connect and envision themselves living there – and not feel as if they are guests in your home.

Things to think about:

- Remove all personal and family photos.
- Pre-pack your collections remove all memorabilia.
- Pre-pack books and music that do not appeal to a wide range of buyers.
- Remove and pre-pack any items that could be potentially offensive or disagreeable.
- Store away and organize children’s toys, games and books.



STAGING YOUR OWN HOME



MAIN SELLING ROOMS

The overall impression of your entire home is important, but most buyers will focus on your main selling rooms first, so you need to make sure that these rooms have an exceptional first impression.

Front Entrance:

- Other rooms should look presentable when standing in the front entrance.
- Create a spacious feeling in the entrance.
- Put away all clutter, shoes, jackets and keys behind closet doors.

Kitchen:

- The kitchen should look and feel clean and crisp when you walk into it.
- Determine what needs to be done if your kitchen needs some updating.
- Paint cupboards or update hardware if necessary.

Living Room:

- Make the room feel inviting to show buyers that they can comfortably entertain here.
- Be sure the room has a focal point.
- Position the furniture to highlight the focal point.
- Assess if any repairs or upgrades are needed.

Dining Room:

- Ensure the room shows its function.
- Ensure the furniture is positioned for dining and entertaining.
- Assess if any repairs or upgrades are needed.

Main Floor Family Room / Great Room:

- Ensure the room has a clear function.
- Ensure the furniture is positioned for proper traffic flow and comfort.
- Assess if any repairs or upgrades are needed.



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Master Bedroom:

- Create a feeling of calm in the room.
- Position furniture to create space.
- Ensure bedding is well displayed.
- Assess if any repairs or upgrades are needed.

Ensuite:

- Clear clutter and personal grooming products from surfaces.
- Replace old linens.
- Assess if any repairs or upgrades are needed.

UPDATES AND REPAIRS

Take a look at your house to determine what updates and repairs are necessary. Based on your timeline and budget you will be able to determine what needs to be completed to improve the overall presentation of your home. Buyers are willing to pay more for a house that's been well looked after, so show them that your home is in turn key condition.

Things to think about:

- Create a list of repairs that are needed.
- Create a budget and timeline for these repairs.
- Think of updates that you have been putting off that need to be completed.
- Repair or replace even the smallest items.
- Consider the condition of your windows.
- Consider the condition of your permanent light fixtures.
- Consider the condition of your doors and trim.
- Repair any holes or cracks in the walls.
- Keep in mind that if significant updates are needed, kitchens and bathroom updates will provide the greatest return on investment.





FURNITURE PLACEMENT AND LIGHTING

Proper furniture placement will display the room to its full potential. Keep in mind the traffic flow and how the buyers will walk through each room. Lighting is also a key factor when it comes to preparing your home for sale. Make sure to have all lights on for pictures and showings. When your furniture and lighting are properly placed, you will be able to show off the prime features and allow buyers to see the specific function of each room.

Things to think about:

- Consider how much furniture is in each room – too much furniture can make a room look small.
- Arrange furniture to ensure proper traffic flow from room to room.
- If furniture is oversized, remove some pieces to make the room look more spacious.
- If furniture is worn, old or outdated, consider buying new pieces or renting furniture for while your home is on the market.
- Ensure there is lots of light in each room, including corners.
- Consider replacing light switches with dimmer switches.
- If permanent light fixtures are dated or in poor condition, replace them.



ADDITIONAL THINGS TO CONSIDER

Air quality, odour, pets and holiday decorations can determine whether or not buyers will make an offer on your home. Most people do not think about these but they are an important part of preparing your home for sale. Buyers want to envision themselves living in the house, and if the home is not presented in a manner that will allow them to do that easily, most buyers will move on.

Air Quality:

- Check for mold, mildew or water damage and have it repaired.
- Depending on what year your house was built, have your house checked for asbestos and lead paint.
- Inspect your smoke and carbon monoxide detectors and replace if needed.

Odour:

- Avoid cooking with strong seasonings and foods that have a lingering smell.

Pets:

- Remove your pets while the house is being shown.
- Remove any signs of the pets (e.g. food and water bowls, toys, litter box, leashes).
- If your pets must stay in the house, hide any sign of the pet during showings.
- Keep the litter box out of sight and clean daily.

Holidays:

- If your home is for sale during a holiday, decorate using items that are simple.
- Any holiday specific decorations need to be removed immediately after the celebrations.