STAGING TO SELL FASTER

TIPS FROM ACE REAL ESTATE

According to the National Association of Realtors' 2017 Staging Stats report, 49 percent of buyers' agents believe that home staging has an effect on how a buyer views the home, with 77 percent saying that it makes it easier for buyers to visualize the property as their own. On the sellers' agent side, 21 percent report that home staging increases the value of a home between six percent and 10 percent, and 39 percent note that it greatly decreases the total amount of time a home is on the market.

With so much to gain, it makes sense for sellers to put time and effort into staging their home, and fortunately, many of the best staging tips do not require spending a lot of money. Whether you are just getting ready to sell or are trying to add new life to a stagnant listing, take a look at these five home staging tips and make changes that can help your home sell faster and for more money.



1 | CUT OUT THE CLUTTER!

Staging is all about showing off the strengths of your home and drawing attention to them. Simply re-positioning furniture and removing items from end tables, counters and the floor can help to open up sight lines and highlight other features such as your hardwood floors.

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2 | LIGHT IT BRIGHT!

The use of proper and consistent lighting is more important than one may realize. All rooms should have ambient (overhead lighting), accent (table lamp, wall sconce), and task lighting (under cabinet) if possible. Also, be sure that your light bulbs are daylight bulbs of the same wattage and not a combination. Consistency is key! The same goes with exterior lighting as buyers will be driving past their potential new home after hours as well!



3 | CLEAN! CLEAN! CLEAN!

You want every square inch to shine, from the baseboards to the corners of your ceilings and everywhere in between. A clean home suggests to buyers that the current owners take pride in the property and it has been meticulously maintained. Buyers want a fresh new start, in a fresh new home. Having fresh flowers in a vase is a nice touch as well but we do not recommend burning incense or any fragrant candles, as everyone has different preference's and they may be offensive to the buyer.

4 | DE-PERSONALIZE YOUR HOME

As your home is full of family heirlooms/family pictures/ meaningful items to you, this may be one of the most difficult tasks in staging. Start by removing any personal photos, making sure to take down both framed photos on walls and surfaces and anything that is hanging on your fridge. Keep clothes stored away and out of sight, and clear bathroom counters of personal items, like toothbrushes and contact solution. This helps buyers to better connect with the property and to visualize the space as their own.



5 | STAGE WHERE IT MATTERS MOST

Not all rooms are considered equal when preparing your home to be shown so be sure to stage where it counts! The rooms that hold the most importance to buyers are the main areas such as living room, kitchen and master bedroom. Get these rooms right and provide less attention to bathrooms and additional bedrooms in the home.