

When Professional Staging is not an Option

How to Prepare Your Home For Showing. With so much to gain, it makes sense for sellers to put time and effort into staging their home. Unfortunately there can be considerable cost associated with staging. Luckily there are ways to "Do It Yourself". Many of the best staging tips don't require spending a lot of money. Take a look at these home staging tips and make changes that will transform your home. This helpful guide is actually part 2 of a series. At this point it will be assumed that your home has been:

- ✓ Depersonalized
- ✓ Free of clutter (including Closets)
- ✓ Clean Top to Bottom
- ✓ Lighted as bright as possible
- ✓ Small Repairs Done

If these steps are not yet done, please feel free to download Part 1 which will guide you through the first steps; [Preparing Your Home For Showing - Part 1](#)

Home Staging is NOT Decorating. This is not about decorating for your taste and personality. Staging is about highlighting possibility. It's about showing a prospective buyer the potential of the home. And it's about making the home as appealing as possible to the majority of the buyers. The reason should be obvious—it's a mistake to stage a home with a particular style because not every prospective buyer will appreciate that style.

The goal of staging is to bring out the potential of a home while staying as neutral as possible—so that each prospective buyer can imagine the home as they would decorate it.

Do It Yourself DOES Cost Time and Money. Do be prepared that even DIY staging will cost you money, time or both. All of the little perfect items for staging; \$5 and \$10 items can add up to a sizeable amount of money. Depending on your target time for selling, you can certainly purchase second hand but be prepared for a lot of time spent traveling to shops and calling for one of a kind items that are priced well.

A Starting Point. Try taking a walk through a few stores with display rooms already set up. In our area the IKEA is a good place to start. The taste may not be yours but it will definitely wake up some ideas for you. Show Homes are of course a very good source of ideas.

Take a walk through the Furniture Store Show Rooms.

If your home is fully furnished there are choices that must be made, about what stays and what needs to be moved offsite or whether additional items need to be brought in. Ideally you have tasteful stylish contemporary furniture. But it is more likely that you have a hodgepodge (if I may use that word) of styles, ages, and way too much of everything.

If the property is empty of furniture, there are definitely resources for many of the items that you may need. Even a few furniture items brought in can help your property show it's very best within your budget.

Whatever you choose to do, you will be ahead of the pack just by taking a good look at your home and cleaning up what you can.

Have Appropriate Furniture For The Space. An empty room loses its size sense. With a bed and at least a side chair or table in the room, the space becomes defined .

If you wish to use your own furniture that may be not up to the "showable" standard there are some inexpensive options for you.

Consider furniture covers. Covering old wooden kitchen chairs with covers can add a contemporary feel to the room.

Even Sheets Pinned in place can be used to cover unsightly couches and chairs. This is a better alternative than having dirty or torn furniture.

Spice up the eye appeal with throws and beautiful pillows.

This goes for living rooms, beds, chairs etc.

Stage Where it Counts. Not all rooms are considered equal when it comes to home staging. You want to focus your efforts on the rooms that have the biggest potential to influence buyers' decisions, and spend less time on the rooms that won't make much of a difference.

The rooms that hold the most importance for buyers are the living room (they see it first), master bedroom, and kitchen. These are the rooms that you want to focus the most on when you're staging a home.

Kitchen. To reiterate what has already been covered in Part 1. Ruthlessly de-clutter not only the counter space but every part of the kitchen. Do a purge of items in the pantry and pack away things you will not need during the selling period. Even your everyday appliances like the coffee maker and toaster on the counters can detract from the clean look that you wish to portray.

A few visually appealing items strategically arranged can accentuate the appeal of your kitchen. Try wrapping a wood round with a brie cheese packaging and place on a cheeseboard with some high end crackers, cheese knife or stylish napkins. A clean French Press with espresso cups and unopened high end biscuits looks great. Even unusual style Salt and Pepper or Oil and Vinegar vessels can add visual appeal. A bowl of fruit, or vase of flowers is always welcome. The possibilities are endless.

Master Bedroom. The master bedroom is very important since it's where your buyers tend to really imagine themselves in a home. So, when it comes to staging your master bedroom, it's important to make it an appealing space for potential buyers. It should attract a broad range of buyers and not be overly feminine or masculine. The colors on the walls should be neutral and relaxing. Think about how high-end hotels usually style their rooms to make their customers feel excited about spending the night. Hotel quality white bedding really adds appeal. Unfortunately it is very costly. Luckily there are alternatives.

Cost Saving Tip: A basic and affordable option is to buy 2 white flat sheets and sew a coverlet to fit over any quilt or blanket. No buttons or zippers needed. Tuck the open end under and safety pin it. The bonus with this solution is that usually when buying flat sheets you end up buying sheet sets so now you have the sparkling new matching pillowcases and 2 fitted sheets! The thing is: **Don't use it for sleeping!** A Time Saver Tip: Place the staging fitted sheet directly over your daily sheets. Carefully arrange the showing bedding overtop. Place your daily bedding neatly in a closet shelf. Don't leave any clothes out. Even clean clothes neatly folded in a hamper can seem untidy to some people. You are then set for the day's showings.

Make Your Bathrooms Inviting. This is definitely the place for lovely white bath towels and tasteful accessories (again, do NOT use the towels). Also ensure that the toilet lids are closed. A bathroom should look particularly appealing, especially the master bathroom.

Secondary Bedrooms. For a child's bedroom, arrange stuffed animals, games and other toys like an attractive display in a toy store. It's okay to have a toy, like a racetrack, out of the box. Just make sure it's completely put together.

If you are using a bedroom as an office or den setup, you should ideally remove the desk and do your best to set this room up as an additional bedroom. You may think that anyone would be able to look past the den and see the bedroom but asking the potential buyer to do this is not ideal. If the original design is for 3 bedrooms, it is best to have it set up so.

The Garage. Don't forget your garage! Clear out any stuff that you won't need for the next few months and pack it away neatly in a storage unit if you can.

Last Minute Tips.

- ✓ Try to use furniture appropriate to the use of the room and also scaled to the room size.
- ✓ Removing the top part of a hutch and placing a large picture or mirror on the wall over the hutch can make a room seem so much roomier.
- ✓ Light colored walls open up a room versus Dark walls which close in your room.
- ✓ Use Art and unusual accessories to add Visual Interest.

Resources for Furniture and Accessories.

- ✓ Borrowed Items
- ✓ Dollar Stores
- ✓ Second Hand Stores
- ✓ Amazon
- ✓ E-Bay
- ✓ Kijiji
- ✓ Big Box Sales or on display items

Staging a home on a budget is a viable option when one has time to pull together the items needed. Your agent can give you valuable advice to help you add value to your home.

Hire a REALTOR® As a Real Estate transaction is a very complex process and has many more moving parts than this overview can explain. An experienced REALTOR® has the knowledge, skills, and connections to help you through the process every step of the way.

Professional Experience: With knowledge and training in marketing strategy, negotiation tactics, and the workings of the current real estate market, a Realtor will be able to guide you through the steps of the home-selling process and be able to explain exactly what to expect. S/he will make you aware of your rights and responsibilities, work with you to strategize the best moves according to your own goals, discuss financing options, and point you in the direction of other specialized professionals who will aid you in different stages of the process.

Best Price: Realtors have their fingers on the pulse of the current real estate market. They have the resources and knowledge to negotiate the best price possible on the sale of your home so you get the most for your money.

Negotiation Skills: REALTORS® serve many functions, but perhaps the most important is their role as primary negotiator on your behalf. Your REALTOR® realizes your goal is not only to find the best possible property for you, but to negotiate the best possible price for your purchase.

Satisfaction Guaranteed

When you make the important decision to buy or sell a home, the Geddes Group Calgary is committed to going the extra mile to ensure that all of your needs are met in a professional and honest manner. For Service and Commitment, let us help you with your purchase or sale.

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