



## **AFB Tips for Home Sellers**

### **Staging Tactics**

Today, homes don't sell themselves. To win the battle for buyer attention and bring in the best offers, you must play an active role in marketing your home. If you're serious about selling for top-dollar and in record time, follow these sure-fire tips for staging successfully:

### **Check out the competition**

The first step to selling success is to find out what you're up against. Before and during the selling process, visit other property open houses to see how your home measures up. When you're out, here are a few things to note:

- Property condition
- Highlighted features
- Move-in readiness
- Staging tactics that will work for you

### **Create a staging plan**

Great staging requires that you cover your bases like a pro every time. Whether you hire a professional stager or work with your agent to do-it-yourself put together a staging plan. Follow the plan before every showing to make sure you put your best foot forward.

### **Eliminate the excess**

Before you head out to buy new accessories to "spruce up your home," focus first on items you can remove that will enhance a buyer's experience. The best signs of things you should eliminate are the things that you aren't using and those you're planning to get rid of before you move.



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### **Pack personal items**

Depersonalizing and removing access clutter are the most critical steps of staging, but they can be a challenge. To make it easier, start by packing and storing away the items you won't need until after the move and anything personal (like family photos) that might prevent buyers from envisioning the home as their own.

When it comes to eliminating excess, check for major eyesores that may have buyer value beneath the surface. For example: Are your old carpets covering up beautiful wood floors?

Data shows that homes prepared by professional stagers sell for more. Getting an unbiased review from someone who sees your property "as a product" can be invaluable.



## Preparing Your Home for Sale

It's a fact: acquiring the highest market value and elevating your home above others in the same price range often comes down to first impressions. How your property appears from the outside is important. To make a good first impression on a buyer, a clean driveway, a freshly cut lawn, and trimmed hedge will work wonders.

**Here are some inexpensive ways to maximize your home's appeal:**

### Exterior

- Keep the grass freshly cut
- Remove all yard clutter
- Apply fresh paint to wooden fences
- Paint the front door and clean/polish doorknobs and door knocker
- Weed and apply fresh mulch to garden beds
- Clean windows inside and out
- Wash or paint home's exterior
- Tighten and clean all door handles
- Ensure gutters and downspouts are firmly attached and functioning properly
- Weather permitting, have driveway freshly sealed

### Cleanliness Counts

Once inside your property, one of the key factors that influences its appeal to a buyer is cleanliness. *Most important is the front hallway, the kitchen, and the bathrooms.* Do a room-by-room cleaning, and don't forget any out-of-sight areas because that's often where a discriminating buyer will look first.



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## Interior

- Remove excessive wall hangings, furniture and knickknacks (consider a temporary self-storage unit)
- Remove all magnets, photos, coupons, etc., from refrigerator
- All surfaces such as counter tops, tables, dressers, etc., should be clear of clutter
- Consider purchasing and staging the home with fresh towels, throw pillows, new welcome mat, and area rugs
- Consider setting the dining room table and placing fresh flowers strategically in the home
- Clean or paint walls and ceilings
- Shampoo/replace carpets
- Clean and organize cabinets and closets. These areas should be no more than half full
- Repair all plumbing leaks, including faucets and drain traps
- Clean switch plates and outlet covers
- Clean kitchen and bathroom grout and freshen up all caulked joints
- Clean/dust all light fixtures/lamps and replace dim mismatched bulbs
- Soft white incandescent, halogen or LED light bulbs will make your home warm and inviting while CFL or florescent bulbs can be less flattering
- HAVE FURNACE, AIR CONDITIONER, AND FIREPLACE CHIMNEY CLEANED AND INSPECTED**



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### For showings and open houses

- Remove or secure all valuable items
- Turn on all the lights
- Open drapes in the daytime
- Keep pets secured outdoors or in the garage/basement
- Play quiet background music
- Light the fireplace if seasonally appropriate
- Infuse home with a comforting scent like apple spice or vanilla
- Vacate the property while it is being shown

**Completing these tasks can vastly improve the marketability of your home against the competition. If you are not able to make your home “market ready” consider hiring a professional home stager to lighten your burden.**

**Sincerely,**

**Angie and Jerry Brown**

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