



15 Essential Home Staging Tips for a Quick, Top-Dollar Sale

Home staging prepares houses to sell quickly for top dollar by appealing aesthetically and emotionally to buyers. Done correctly, staged homes highlight best features, maximize square footage, sell for more money than comparable, unstaged homes and have the WOW factor so they stand out from the competition. Home staging is a proven marketing advantage that literally pays for itself and costs less than a price reduction.

Fun fact

Outside, buyers decide if they like a house in 8 seconds, and, inside, they'll spend 10-15 minutes. That's very little time to make a great first impression.

Essential staging tips

1. Most important – declutter, declutter, declutter!
2. Similar to Realtors' location, location, location — my motto is emotion, emotion, emotion. No emotional connection? No offers.
3. Create eye-catching curb appeal.
4. Make the front entrance, outside and inside, feel inviting.
5. Clean the house with particular attention to bathrooms and kitchen.
6. Neutralize colors throughout the house and accent with bolder choices.
7. Show lots of natural and artificial light; keep lights on at night for drive-by peeks.
8. Clean the windows.
9. Eliminate (not mask) unpleasant odors.
10. Remove family photos and personal items; buyers must imagine *their* families living there.
11. Make necessary repairs so the house appears well maintained.
12. Know the selling features and highlight them.

13. Reduce furnishings to maximize square footage.
14. Clean up outside areas and do your best to hide trash cans.
15. Remove evidence of pets as best as you can.

To get a better idea of the process and benefits of staging, read my article [Sell Your Home Fast and For Top Dollar](#), published in *Greater Philadelphia House & Home* magazine.

But wait, there's more...

The above tips help to prepare a house for sale. For best results, there's much more to the process.

Before staging begins

An Organized Approach recommends a Comprehensive Assessment Consultation. The seller (or Realtor) and I thoroughly tour the house, inside and out. Seeing through buyers' eyes, I point out flaws (all houses have them) that buyers will notice – and mentally deduct from the asking price. This is invaluable information because the seller can address all or some of the issues before buyers even see them.

An Organized Approach nails the WOW factor by

- Neutralizing the look and feel of the house (which doesn't mean bland!) to appeal to most buyers
- Recommending critical aesthetic improvements
- Strategically editing and placing furniture and accessories to maximize square footage
- Creating vignettes that attract buyers and elicit hard-to-resist emotional connections

Staging homes since 2004, I've learned techniques that result in fast, top-dollar sales. After staging, my average turnaround time from listing to an offer is two weeks! If you want professional staging help, call or text Adriane at 215.540.9401 for a FREE discovery call.