



Realtor's Insight By...

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Home Staging Tips & Tricks!

Marketing your home properly is key to finding that 'magical' buyer. But, how you live in your home is not how you sell it! Whether it be recommendations on alternate furniture / room layouts, identifying and completing minor repairs, or arranging for extra help if it is needed, I work to improve the 'show-ability' of your home. My goal is to get you the maximum return on your investment and my experience in home staging helps sell your home faster and for more money!

- **First impressions count!** Most buyers make up their minds about your home even before they step out of the car, so do not overlook the importance of your home's "street-appeal". You only get one chance to make a first impression so start by cleaning up around the yard, raking leaves, and sweeping driveways and porches.
- **De-clutter & purge!** This does not mean cramming everything into closets and cupboards! It means letting go of the things you no longer need. If necessary, rent a storage locker or have a mobile storage bin delivered to your home. The goal is to pare everything down and to emphasize the open and continuous spaces within the home. Not only do you get a head start on the packing for moving day, at the same time you improve the look, feel, and - most importantly - the value of your home.
- **Impersonal works!** Ever wonder why show homes are so inviting? It is because the home is decorated to show the potential of the home to prospective buyers and to appeal to a wide variety of tastes. It's important to help buyer's imagine themselves living in your home. Home staging means packing away your family photos, trophies, and personal collections. It is also a good time to put away the toiletries on bathroom counters, and around bathtubs and showers. Otherwise the buyer is very aware of being in someone else's environment.
- **Keep your home fresh and clean.** There's nothing worse than the smells of smoke and pet odours. Keeping your windows open for 20 minutes a day is better than artificial deodorizers which many people are allergic to. The best trick of all, is baking cookies or boiling a small pot of water with a stick of cinnamon.

For more home staging tips and a free, no nonsense, no obligation market evaluation of your home, call me today at:

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