

## Staging a Home for Sale

Selling a house is both an art and a science. Studies have shown that professionally staged homes sell faster and for more than nonstaged homes, according to Trulia. Professional staging can get expensive, so do-it-yourself often becomes the only option. Do-it-yourselfers are also ripe for mistakes. Here are some tips from Trulia.

### BEAT-UP OR UGLY FURNISHING

Great staging – do-it-yourself or professionals — includes choosing furniture that shows your home at its best. Sometimes it's as simple as rearranging existing furniture to improve the flow of a room.

But with faded upholstery or nicked furniture, all the rearranging in the world won't help. You may need to rent some upgrades so to not scare off buyers. Check local stores



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### REAL ESTATE 101

#### Hiring a Professional Staging Firm

While staging may seem like an additional hassle and expense, the investment can pay off. The experts at the home website Houzz offer this guide to home staging, including the benefits, process and reasons to hire a home staging professional if you're considering a move at [bit.ly/3x9z4Ci](https://bit.ly/3x9z4Ci).

or staging companies for rental options. Or browse online for used furniture at great prices.

#### OFF-PUTTING THEMES AND SCENES

Barb Schwarz, head of the International Home Staging Professionals Association, defines staging as “preparing a home for sale so the buyer can

mentally move in.” The goal is to help buyers visualize their new-and-improved lives within your home. With this in mind, some pro stagers will set up objects to communicate the lifestyle a home facilitates.

Avoid setting up too many lifestyle-specific scenes or run the risk of alienating prospective buyers. As you did with

your furniture upgrades, create environments that are neutral and clean, with an eye to appealing to as many buyers as possible.

#### CLUTTER-FILLED ROOMS

It doesn't take a truly filthy house to turn a buyer's impression of your home from awesome to awful. The little messes that accumulate

through daily living can be perceived by buyers as distracting at best — disgusting at worst.

#### GLARING STAGING GAPS

Don't let there be one or two rooms that look as though you forgot about them. This goes for the garage, closets, cupboards, and drawers too. Buyers like to open anything with a hinge to see the space inside. If all they see is junk, it creates the impression that the house lacks storage space.

Some homes have amazing curb appeal, but their interiors look as though someone's run roughshod over them. And the opposite also is true: Some look as if Martha Stewart handled the inside and a junkman was in charge of the yard. Make sure the wrapping reflects what buyers will find inside.

#### TOO MUCH PERSONALITY

Home decorating and home staging are two different things. When you decorate your home, you customize it with your specific tastes in mind. When you stage it, you aim to neutralize your home's look and feel so it appeals to as many buyers as possible. Barb Schwarz puts it this way: “Decorating a home is personalizing it. Staging a home is depersonalizing it.”



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#### HOMEWISSE GLOSSARY

**Metes and bounds:** Land measurement of real property described by using directions, angles and distances. To properly describe the subject property it begins and ends at the same point and is usually done by a licensed surveyor. SOURCE: MLS.com

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