

Tips For Staging

Brought to you by MopStars Cleaning and Staging, LLC

Before listing your home for sale, it is important to get it in tip top presentable form. There is a process to having the home "show ready" cleaned, staged for photos, and staged for agents to show their clients.

After photos have been taken, you can modify each room to allow you to maintain the functionality of each space without compromising its best features.

If you have a lot of accumulated belongings that you do not plan to take with you to your new house, you may want to coordinate a yard sale, trip to a donation center or online yard sale event to help move things out and contribute to the cost of preparing your home for sale.

If you prefer, you can hire professional companies to help with any of the tasks ahead. Sometimes, it is the easiest way to see yourself through the tasks that don't appeal to you.

You may need to purchase items such as:

- *Boxes or plastic storage bins*
- *Cleaning supplies*
- *Small accessories*
- *New Bedding*
- *Towels*

The Cost of Staging Doesn't Cost A Dime *In a 2009 Home Gain Survey of over 2000 Realtors, it was discovered that home staging typically provides a 586% return on investment! The investment of Home Staging is also be a tax deductible, refer to IRS Publication 523 for further details, <http://www.irs.gov/pub/irs-pdf/p523.pdf>.*

Your online photos will stand-out amongst the competition *According to a NAR profile of buyers, over 90% of buyers are searching for homes online first before deciding to visit. Give buyers a reason to drive to your home by having multiple photos of beautifully staged rooms that will stand out among the competition!*

OMIDACS For Success

Observe each room to visualize what you can do to make it show ready.

Maintenance lists will help to track costs and prepare each room for cleaning and staging. Take note of features such as: baseboards, closet door functionality, windows (open properly, locks work, no cracks or damages, clean) door knobs secure, locks properly working, ceiling fans in good shape, light bulbs all work, light switches work and switch plates are clean, carpets are clean, paint is in good shape, air ducts are clean.

Imagine what the room would look like if you used the best of what it already has, minimizing clutter, placing items that will show well in photos and are easy to dust/clean and appeal to the MOST number of potential Buyers as possible.

De clutter; remove items on counters, organize closets, remove excessive family pictures, store or sell items that crowd or mute a room.

Ask for assistance: if you need help with any of the tasks ahead, ask your agent for some professionals they may have worked with in the past to help you.

Clean: Clean, then clean again! Odor, visual appearance and organization create a canvas for Buyers' senses to be stimulated.

Stage for show: We all have pieces of furniture that may be too large for a room, or a little dated or worn. If you want to keep any piece that doesn't compliment the space it takes up, arrange for storage along with the other items you have packed away for your move.

***There are several tips from designers, professional home stagers, and even real estate agents that can help you to visualize what you may want to remove from a room and how to place items you bring in to create a balanced feel in each room.**

Kitchen:

Give your kitchen it's best shine. Cleanliness is key. Keep the counter tops clear of excessive decor and appliances.

Really make the sink shine! Check the spray feature on your faucet, your garbage disposal, under your sink for leaks.

Clean window coverings, microwave, oven, all appliances

Give your cabinets a polish with a good wood cleaner, It makes a difference!

Refrigerator; take down all magnets, pictures or memos, leaving the space as a clean canvas.

The water tray on the refrigerator can have water stains that build up over time. This tray can usually be removed and cleaned up very nicely with cleaning products, or a solution of vinegar, baking soda and lemon.

Bathrooms:

It is so important to maintain squeaky clean bathrooms. Keep the decor very simple. Remove branded products from the countertops. If you have items you use daily, get a little plastic crate and place it under the sink for easy access, leaving the counter space open and clear.

For photos, take down all the products in the shower/bathtub. The bathroom should be picture perfect for the photo shoot.

Polish chrome fixtures, towel bars, remove soap rings, replace shower liner if needed.

Pay attention to built up soap in the bathtub, toilet rings and water deposits on hardware. Once you detail these areas, touch it up often.

Keep commode lids closed.

Bedrooms:

Creating a comfortable and spacious Master bedroom is attractive to Buyers. If you have been thinking about purchasing new bedding, now would be a great time to give your bedroom a light makeover! Keep your dresser and nightstands tidy and clutter free. Remove all valuables, properly store/secure firearms.

Other rooms:

maintain cleaning, showcase special features such as views, large closets, upgraded ceiling fans.

Front/Back Yard:

Maintain the yard, pool and walk ways. Be sure to coil the hose after watering, and check lights to ensure they are working properly in the evening. Keep patio swept and patio furniture tidy.

Pets:

For photos, remove pet items, such as toys, cat trees, bowls, crates, etc.

Laundry Room:

This area can be a key selling feature. Make sure to wipe down both appliances, shelves and detergent containers. Arrange products neatly, remove items such as cleaning rags and random items that don't really have a designated home. Combine the last of a product with the new one and discard container as needed.

Garage:

Buyers can excuse a garage with excessive items.....However, they will want to see the garage and visualize if their belongings will fit and check out the condition of the space. Be sure to check the lights and keep the entry free of boxes.

*There are some areas of the house that may require
removal of excess or too many personal items.....*





Bathrooms are easy to transform by adding new towels, rugs, shower curtains and a decorative piece. Keep counters clear of branded products. Make it a habit to close the commode lid and clean the bathroom regularly!

The kitchen should be a focal point for cleanliness, pleasant scents and open space.....



A very basic example of how to maximize bedroom space and decor.....





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- ✓ ***Pre Listing Cleaning***
- ✓ ***Maintenance Cleaning***
- ✓ ***Staging Services***
- ✓ ***Move in/out cleaning***
- ✓ ***Color Consulting***

***Contact Michelle Vermuele to
schedule services.....***

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