

THE HOME
STAGING

STARTER KIT



B Y K A S I A M C D A N I E L

So you've decided that you want to stage your home. Fantastic!

But you don't know where to start or how much work you really need to do.

That is where this Home Staging Starter Kit was developed to help you understand what you can do as the homeowner towards getting your house staged.

Most items cost very little and don't take too much time, while other tasks may take longer to complete. Doing all of these steps will help you sell your home faster. If possible, work out a schedule of when items can be complete **before** listing your home on the market. Some homeowners end up doing these items **after** they realize they are not getting offers and by then, the home has been on the market for a while.

So pull up your sleeves and dive in. Remember, this is all to get your home sold faster so you can move on with your life into the next chapter.

To selling your house quickly,

A handwritten signature in a dark, cursive script that reads "Kasia".

Kasia McDaniel
Home Stager
Blue Diamond Staging & Design

Selling Your Home

As a homeowner, you could go down a rabbit hole of all the things you could do to make your home appeal to a buyer. But you need to stay focused on the a few things first to make it stand out among the competition. That is why I am starting with the top 10 things you should focus on as a homeowner to present your home in the best possible light.

1. Curb appeal

This is the first thing buyers will see and the most important asset of your home. If the lawn is not cut, weeds overgrown or flower beds are out of control, buyers will think, “If they can’t maintain the outside, what didn’t they maintain inside?”



You don’t want a buyer to speculate and second guess your home. Buyers make their first impression within 7-10 seconds. If they like what they see on the outside, then they will want to see what is on the inside.

Think about it when you go looking for your new home. You will notice a nicely manicured, green lawn which makes you daydream about watching your kids play in the front yard. This is what we are after. Letting the home buyers imagine themselves living in their dream home.

So don’t leave dead plants in your flower pots. Pay attention to the door (does it need paint?) and make the front yard look more inviting with a well-maintained front yard.

2. Fix broken things

Just because you lived with a broken door, cabinet or step, doesn’t mean the next homeowners will want to. You probably don’t even notice it anymore, but you need to fix it now. Don’t let buyers start a “to-do list” because that means their offer price will be less than you want. Replace burnt out light bulbs because again you want the home to look bright. A dark room only makes the room feel smaller and not inviting.



3. Clean inside and out

I was taught at a very young age that whenever you have guests come over, there was a whirlwind of activity to make the home spotless. The dishes were put away, the stove was scrubbed, the floors were swept and nothing extra was out on the countertops.



While you may have done this already, when selling a home, you need your home to be **cleaner than clean**. Move the furniture and vacuum underneath it. Wash the windows. Hire a cleaning crew if you have to. Power wash the sidewalk, deck and siding if needed. A little elbow grease can go a long way. If buyers notice how clean everything is, they won't have much to pick on.

4. Declutter and depersonalize

If you lived in a home for any length of time, you have accumulated clutter somewhere. Whether it's the kid's artwork on the fridge or the paper in the dining room, it is clutter. Throw it out or put it away. Find a home for it or simply pack it away.

This brings me to depersonalizing. What I mean is that collection of trophies needs to be removed. Why? Because we are trying to make the home appeal to everyone. This also means removing all diplomas, certificates, personal photos and religious artifacts.

Take a look around your home. It all shows how **you live**. We need to make the home appeal to everyone and not everyone is Christian, a baseball fan, a lawyer and has 2 kids. You want it to be neutral enough so that new owners can imagine themselves sitting by the fireplace or entertaining friends and not be reminded this is someone else's home.

In the pictures below, the "I Love Me" wall was taken down and replaced with more neutral artwork and a reading nook with some pillows.



5. Pack away the big toys

I am mainly talking about the big dollhouses, the riding toys or the built-up Lego kits sitting on the shelf. Let the kids pick out a few small toys they absolutely cannot live without and store them in a basket. This way when you have last minute showings, you can quickly hide the toys in the basket and not race around the house putting everything away. Plus, once you get to your new home, think of the reunion the kids will have with their old toys. It will be like Christmas all over again!



6. Minimize traces of pets

This can be one of the hardest things to do in a home. There are going to be food and water bowls, but try to put them in a discreet place like the laundry room and not the living room. When it comes time for pictures, remove them temporarily. If possible, please try and not lock your pets in a room. A homebuyer will want to see each room and if a pet is locked up in a bathroom, it makes it hard to see everything.

7. Use the room for what it was intended

If you live in a 4-bedroom home but use one bedroom as an office, another as storage or a personal gym, turn them back into bedrooms. Buyers will be looking for four bedrooms and will only see two. They will be distracted with the items in the bedrooms because only 10% of people can imagine anything else in the room. Make it easy on the buyer and stage them with beds, a nightstand and a lamp.

For example, in the bottom left picture, this is an eat-in kitchen but you could not tell with the exercise equipment. If buyers are looking for an eat-in kitchen, they would be disappointed and not visit the home at all! The only clue they might get is the chandelier hanging in the room. Buyers would wonder why a light fixture was hanging down in a home gym and get confused. By placing a small dinette with some wall art and vase, you easily change the outlook of the room and know exactly what it is supposed to be used for.



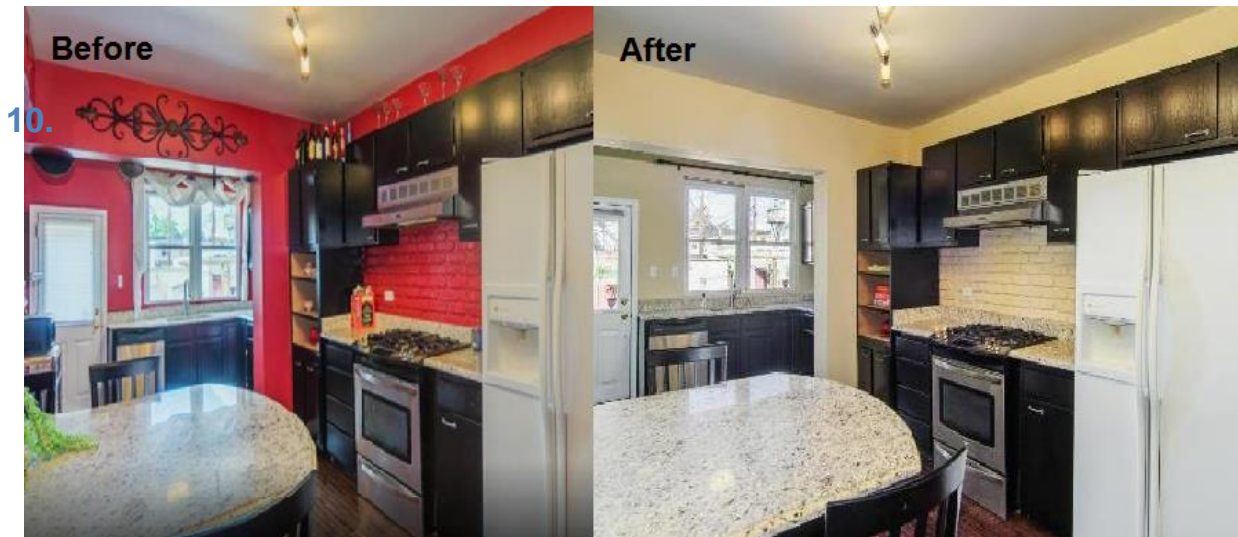
8. Use new towels in your bathroom

Nothing updates a bathroom faster than fluffy, new towels. I've seen raggedy old towels hanging and while I know they will not convey with the house, buyers are going to be distracted. A bathroom is meant to be an oasis. Make it look like one. Remove all the clutter like makeup, lotions and razors on the countertops too.

If you need to update the shower curtain and perhaps tone down the wall color, do that too. You want buyers to notice the beautiful granite counters, not the worn-out towels or the dirty shower curtain.

9. Neutralize wall colors

Since you lived in the home, you decorated it to **your** tastes. Not everyone will love the bright pink bedroom or neon green bathroom. You don't need to change it to boring beige either. Gray is considered a neutral color and can be used in a variety of rooms. If you need pops of color, use it in throw pillows, vases or other accessories in the room.



10. Make the master bedroom feel like a hotel room

The master bedroom is considered a sanctuary and it should look like one. The bedsheets should be clean and the bed made. Use lots of pillow to help give that hotel feeling. If you don't know how many pillows to use, stop by a bedding store and check out their displays. You will notice they use an odd number of pillows, such as 5 or 7. A bedroom should also not be cluttered with books, papers and more. Remove everything from the nightstand and leave a lamp and alarm clock.



Your home will take on a new look when you complete all these steps. Some homeowners wonder why they never did this earlier because it looks like a whole new home! I wish you all the best in selling your home quickly.

The next steps after this would be to rearrange furniture and put the finishing touches with accessories to show off your space.

Do you have some more home staging questions?

If you are still doing your research on home staging and how it can help, I created a playlist called the **Pre-Home Staging playlist** on [Spotify](#) where I answer questions like:

Should I move out to sell my house?

My husband was skeptical of home staging too

What do you need to do before meeting a home stager?

These episodes are about 10 minutes long and there 6 more episodes on that playlist too.

PLUS a [Home Staging Do's and Don'ts playlist](#) if you are ready to do more!