

How to Start Staging Your House Now *Guide*

To Get Top Dollar



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HEY, I'M KASIA

This e-book is going to focus on the first few steps you need to take when staging your house. We'll talk about how to influence home buyers with some home staging facts, home improvement recommendations, and steps you can take to get your house sold for top dollar.

LET'S DO IT!



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CHAPTER I

How to influence buyers

Home buyers buy on emotion which helps them make a decision. If a home has the logical 3 bedrooms and 2 baths but they fall in love with the home because of how it is staged, buyers will make an offer for fear of losing their dream home.

“82% of buyer’s agents said staging a home made it easier for buyers to visualize the property as future home” – NAR

Staged homes sell faster than non-stage homes



In a survey, the International Association of Home Staging Professionals shows that staging helps sell homes **three to 30 times faster** than the nonstaged competition.

48% of seller’s agents say staging reduces a home’s time on market.

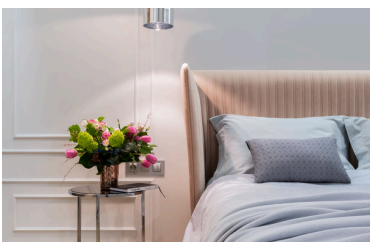
Photos look fabulous online



First impressions matter and you only have 8–10 seconds. Over 90% of buyers start their home search online and only 10% of buyers can visualize the space on their own. The other 90% need to be shown how to set up the room.

58% of buyers agents said traditional physical staging was important to their clients.

Increased perceived value



When a house is staged, buyers automatically are drawn to the property. Everything looks move-in ready and therefore there is less work to do for the buyers.

20% of buyers agents said staging INCREASED the dollar value offered between 1–5% compared to other similar non-staged homes.

CHAPTER II

Make a Plan

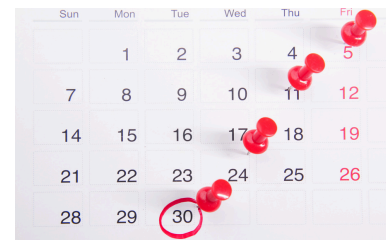
Start planning now even if you are 6 months away from selling your home. The more time you have, the better and you don't want to leave staging as a last minute effort before the photographer shows up.

Get a professional consult so you know what to work on

A home stager can give you a full consultation and tell you exactly what areas to work on. This way you know what areas to focus on and plan accordingly. Please don't leave the home stager to be the last person you call before photos are taken. They can help you plan and schedule as well as put the finishing touches to stage your home when you are ready.

**Create a schedule to help you stay on track**

It can take weeks or months to stage your home based on the size and the time you have to stage it. By creating a schedule, you can achieve simple goals such as clearing out clutter in a room or fixing that hole in the wall and get you closer to preparing your house to sell. Start with the staging tips at the end of this document to set dates. Assign a day to a room or a task so you can easily see results!

**Line up contractors for any work you want done around the house**

Contractor schedules can fill up quickly and it may be weeks before they can get to your job. Schedule them early to help you paint a room, get some electrical work done or fix a screen. Add them to your schedule so you (or the contractors) don't get in each others way.



CHAPTER III

Recommended Home Improvements

What changes make a difference?

Real estate agents and home stagers will agree on certain improvements to prepare your home to sell. They don't have to be drastic changes but there are certain things that should be done to help sell your home faster.

Per a 2023 National Association of Realtors survey, these were the most common changes recommended to home sellers:

| | |
|-----------------------------|-----|
| Decluttering | 96% |
| Entire home cleaning | 88% |
| Remove pets during showings | 83% |
| Professional photos | 71% |
| Minor repairs | 72% |
| Carpet cleaning | 71% |
| Depersonalize home | 65% |
| Paint touch ups | 58% |
| Paint walls | 57% |
| Landscape outdoor area | 50% |

Interestingly enough these are all things that are part of the home staging process. Meaning, these tasks are all items you as the homeowner should do in order to prepare your home for sale. Think of your home as going on a first date. You need to make a great first impression and these are the first date type of things on your to-do list.

Staging Story

While these changes certainly help spruce up the place, home staging gives your home "a story".

By staging your home, you are setting the stage for the next homeowners to envision themselves living there. You show off the spacious living room where they spend time as a family. The kitchen can inspire cooking together and learning family recipes while a staged dining area gives the new family a chance to catch up over a meal.

Home staging can invoke all these feelings and buyers make a decision based on emotion and how it makes them feel.

A messy, broken down home does not invoke those feelings. In fact, it will turn most buyers away.



CHAPTER IV

Actions Items

Time to get to work

As a homeowner, you need to know what you are up against. That is why I created some simple action items to help you understand how home staging can help you sell your home faster.

1. Look at other houses online

You probably already started doing this to find your new home. But now take a look at it from a home seller point of view.

How does it compare to other houses on the market?

Does the room look cluttered?

Are the pictures dark?

What draws you to the "nice houses"?

2. What are some turn offs as you look at the pictures online?

Note that these turnoffs are what buyers may see in your home.

Is there a lot of wallpaper?

Do you see outdated fixtures?

Is the clutter distracting?

What pictures make you stay longer?

Is it the paint color?

The open feeling?

The furniture arrangement?

3. Take notes and fix those turn offs in your home.

Now that you know what to look for, take pictures of your own home (they don't have to be professional).

What stands out?

Too much stuff?

Too much color?

Because you are used to seeing your home day and day out, the photos will help you see what others may criticize.

By realizing how your home stands up to the competition, you can see what you need to do to make it more appealing.





4. Curb appeal

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

Pay attention to the door (does it need paint?), and make the front yard look inviting. Also look at your porch and sweep up those cobwebs because buyers will come in the front door.



5. Declutter and donate

If you lived in a home for any length of time, you have accumulated clutter somewhere. Whether it's the kids artwork on the fridge, papers in the dining room, it is clutter.

Throw it out or donate it if it's not going to your next home.



6. Clean inside and outside

When it comes to selling your 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.

Clean the appliances

A little elbow grease can go a long way. If buyers notice how clean everything is, they won't have much to pick on.

7. Depersonalize

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 the new owners can imagine themselves sitting by the fireplace or entertaining friends and not be reminded this is someone else's home.



8. 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 in the living room. **Remove all pet crates when taking pictures.**

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.



9. Remove toys from kids' bedrooms.

The kids bedroom is not a playroom and needs to be shown as a bedroom. Leave 1-2 stuffed animals but pack the rest away. Have the kids help you decide which lovey's they can't live without and pack away the rest.

10. Remove all items from counters in the kitchen and bathroom

These counters tend to be a catch all for all your small appliances, food, cosmetics, and more. It's all part of the clutter than we are trying to minimize. Pick 2 small appliances for the kitchen and leave the soap bottle in the bathroom. Everything else must go for the pictures.



CONCLUSION

This is the beginning of something good.

Now that you know some home selling facts and recommended improvements, I hope you agree that this is something that needs to be done if you are really interested in selling your home quickly.

Certainly, you will sell your house without staging it, but at what price?
Does it sit longer on the market?
Do you have to decrease your asking price?

Your home will sell, but staging it will help it sell faster and sometimes for more money. Your home is your investment. Take the time to make a good first impression so you can move onto the next chapter in your life.

And if you need personalized help to stage your home, we can do an online consultation to get started right away.

Go to <https://bluediamondstaginganddesign.com/online-staging-consult/>

