



Halcyon Hills Photography

Fort Mill, SC

Don Duncan, 107 Melrose Ct., Fort Mill, SC 29715 - 803-984-6515

www.HalcyonHillsPhoto.com

don@HalcyonHillsPhoto.com

Halcyon Hills Photography

Tips for Home Staging

(Some information from

<http://realestate.aol.com/blog/2011/03/18/real-estate-photographer-speeds-home-sales/>)

Things to Consider

Color/Lighting: Paint the front door if it needs it, using common paint colors. Inside walls and floors should be neutral colors. 'Moveable colors' are bedspreads, towels, and area rugs and artwork adds pop to every room. For the interior, remember that dark colors bring the walls in, making it seem smaller, while light colors make a room larger. Also portable lighting such as floor or table lamps enhance both warmth and brightness. Lighting is so important. Just putting a table lamp in a room immediately makes it feel cozier.

Clutter: Clutter destroys home equity. Most people have too many family photos, accessories, hobby items and paintings. Remove all items that are smaller than a breadbasket. Pare down to the bare minimum. Watch bathrooms and kitchens especially, and hide away all cleaning products, toothbrushes, shaving equipment and in-use towels. You can have a clean, ready-to-use towel in the bathroom or kitchen, but have all the horizontal counter tops as empty as possible.

Cleaning: Make is Q-tip clean, including the smell. If we can smell it, we can't sell it. Clean inside and outside. Many people will bring in a professional cleaning crew. Be sure and pick up any pet food dishes or litter boxes.

Catching Visitors: Stand in the hallway and see what makes you want to come into a room. Is it a great fireplace or area? Clear line-of-site views to the important things.

Maximize and Define Space: Remove excess furniture (try one piece of furniture from each room), and try moving the chairs around or changing the location of the couch, and check around for the details. Rooms should be spaces "about" something, but should still allowing people to imagine the space as their own. Also it is important that the rooms feel as spacious as possible, because as buyers assess your home, they're trying to determine whether all their furnishings will fit into your space. If it's crammed in any way, it will look like there isn't room for the buyer's stuff. Remember, you're selling space, not furniture.

Depersonalize: After decluttering, depersonalize your home. Replace walls of family photos and replace them with one or two nicely framed photos. Take the kids' artwork off the fridge, stash the shelf of athletic trophies in a box. Try to make your home look generic so as to appeal

to what 85 percent of the population will like.

Consider Cosmetic Upgrades: Kitchens and baths are very important, and it's often worth it to make an investment if something is in poor condition.

Review the Exterior: The outside of your home is the first thing that a potential buyer sees, and it sets the tone for the whole house tour. Curb appeal is critical. If it looks like a well-maintained home outside, they will go inside already predisposed to think the interior is well-maintained too. Trim the shrubs, mulch, pick up garden hoses, hide trash cans, eliminate any exterior clutter, fix the walkway, make sure the front door looks good.

Mistakes people make in staging

Getting too personal: Don't assume buyers will like your personal decorating style. The reason for staging a home in the first place is to create a neutral canvas on which a wide range of buyers can visualize themselves and their lives, and they can't do that if the seller's personality confronts them at every turn. Over-dramatic finishes, outlandish fixtures and unusual color schemes should go, as do family photo collections and other personal mementos.

Forgetting to stage storage: Potential buyers will open every cupboard and inspect each floorboard when they tour a property. Cleaning and decluttering every corner of your home, including the loaded garage and the hall closet you've been ignoring for years is critical to buyer impressions.

Before Staging Your Home

Visit professionally staged model homes to see it done right. And to also visit comparable homes that are listed in your area. It's important to see what you're up against. Plus, you'll find ideas, motivation and direction to give you a competitive edge.