



***Bizzy Butler®***

## **Home-Staging 101**

### **You only have 30 seconds to make a great first impression!**

- 1. When potential buyers walk into your home it has to smell clean, look spacious and needs to be very well organized.*
- 2. When a buyer enters your home they want to see visual real-estate. Removing area rugs, moving furniture to enhance traffic flow, placing mirrors on wall to enhance light and possibly new lamps will indeed make a home appear larger and more welcoming.*
- 3. Most often a fresh coat of paint, de-cluttering and rearranging furniture and decorative pieces is all that is needed to create an open, spacious floor plan.*
- 4. The wall colours need to be neutral and the décor/colours should transition easily from room to room. A selection of three colours is suggested for your overall décor. For example: light tan walls and flooring, dark brown furniture and red accents; the most predominant colour will be the walls and flooring:*
- 5. The main living area and the master bedroom should have a little pop or wow factor. You are selling a lifestyle and a home.*
- 6. Bathrooms need to be meticulously clean, bright and clutter free.*
- 7. Kitchens need to be impeccably clean and well organized.*
- 8. New purchases for bedding, lighting, mirrors and decorative pieces are sometimes necessary to enhance a room. For example, if your bedding is getting a little old or dated, purchase some new bedding earmarked for your new home and use it for the home staging. If the new bedding doesn't match the wall colour in your bedroom, a quick coat of paint will fix that!*
- 9. Purging closets and kitchen cabinets is a very important aspect of Home staging. Buyers will look in your cupboards & closets to be assured there is ample room for their things. Cupboards and closets that are overflowing with food, clothes and 'stuff' will not create good impression.*
- 10. Taking the time to purge your closets and cupboards will not only look better but will help you get organized for your move. Pack the items you don't use. Donate to charity, have a yard sale or put into storage until you move.*
- 11. Always remove personal pictures, religious art or décor for home-staging projects.*
- 12. Downsizing moves? It is important to purge your home of large bulky items that will not fit in your new home or lifestyle. Taking the time to do this now will make your 'big move' much easier.*
- 13. Don't forget the 'Curb Appeal'. If the outside of your home is not clean, well maintained and tastefully appointed, buyers will simply drive by. **First Impressions start at the curb.***

