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Staging To Sell

We only get *one* chance to make a first impression with potential buyers.

Staging is all about maximizing that first impression so a buyer falls in love with the home. A good stager not only has nice furniture and accessories but has a great eye and knows the art of staging to sell.

For most of my listings, I offer a free staging estimate from a professional stager of your choice. Below are some resources I hope are helpful in your decision about staging and preparing your home to sell.



- Staged homes usually sell faster and for closer to listing price.
- Staging optimizes photo & video marketing.

Note from Allison: Typically, the average cost of staging is around half a percent of the home's listing price (ex: \$200k list price; \$1k staging avg.)

Tulsa Area Home Stagers:

Cindy Gasior, *Transitions Home Staging*, 918-914-2144,
www.TransitionsHomeStagingTulsa.com

Kerry Walkingstick & Howard Nix, *Upstaging*, 918-430-6640,
www.TulsaUpstaging.com

Home Preparation Checklist

If you choose to prepare your home yourself, here is a checklist that will help your home show it's best for photos, video, and showings.

General

- Vacuum, sweep, & mop all floors
- Empty waste baskets
- Dust fan blades, blinds, & baseboards
- Open all blinds and window coverings (natural light helps spaces look larger)
- Clean windows inside & out
- Clear and clean countertops (put most small appliances away)
- Remove personal items/photos
- Remove all visible clutter
- Turn on all lamps & overhead lights (replace burned out light bulbs)
- Hide or store newspapers and mail out of sight
- Turn off TVs & computer screens
- Display attractive books

Exterior

- Remove cars from driveway
- Mow & remove all weeds
- Tidy landscaping (pull weeds, add fresh mulch, remove dead plants)
- Pick up leaves and debris from yard, patio, and walkways
- Sweep patios and sidewalks
- Turn off sprinkler systems (during photo/video shoots especially)
- Close garage doors
- Put bicycles and toys away
- Clean pool and pool area, if applicable
- Hide trash cans behind fence or in the garage, if possible
- Store garden tools, supplies, & hoses
- Straighten and arrange any patio furniture

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Kitchen/Dining

- Store food in cabinets
- Straighten cabinet knobs & hardware, if needed
- Store small appliances in cabinets or pantry
- Hide cleaning items, sponges, and towels
- Empty sink
- Organize items on open shelves in kitchen and in pantry
- Straighten/push in dining chairs and bar stools
- Close cabinet doors
- Clear tabletop

Living Room

- Fluff and arrange pillows on furniture
- Put toys & games away
- Remove stacks of papers, magazines, and mail
- De-clutter fireplace mantel/hearth
- Clean interior of the fireplace

Laundry/Mudroom

- Clear countertops
- Hide or put away all dirty laundry
- De-clutter
- Remove smelly uniforms, shoes, etc.

Bathrooms

- Clean mirrors
- Clear counters of all toiletries and personal items
- Clean toilet and close lid
- Hang fresh towels
- Remove and put away all items from tub and shower (for photos & video)

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Bedrooms

- Remove all clutter
- Make the bed and arrange decorative pillows
- Put away clothing, shoes, etc.
- Clean under the bed
- Clear surfaces of clutter
- Remove dirty laundry
- Clear nightstands of all personal items
- Store away phone chargers
- Remove personalized names from walls
- Remove wall stickers/posters
- Hide diaper genies (for photos & videos)

Pets

- Place food and water bowls in pantry or out of sight
- Place pet beds/toys in pantry or out of sight
- Remove pet hair from furniture & blankets
- Keep pets in hidden crate, outside, or
- Clear back yard of pet waste/toys