

Home Staging Secrets - How to Sell Your House Fast and Get the Price You Want.

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"This book is a must have for anyone who wants to sell their home!" – Cathy Lea, Augusta, WI

HOME STAGING SECRETS

*How to Sell Your House Fast
And Get the Price You Want*

THE DEFINITIVE GUIDE FOR HOME STAGING

Create curb appeal and
maintain a showcase home
without disrupting
life and family.

By Lisa Witte

Owner of

INTERIOREXPRESSIONS

Home Staging Secrets - How to Sell Your House Fast and Get the Price You Want

By
Lisa Witte, Owner of Interior Expressions, LLC

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Table of Contents

Introduction	1
What is Home Staging?	2
What are the benefits of Home Staging?	2
Why does Home Staging work?	4
General Staging Guidelines	5
Curb Appeal	7
Entryway	9
Closets	10
Formal Living Room	11
Family Room	13
Kitchen	15
Dining Room	17
Home Office.....	18
Bathrooms	19
Master Bedroom.....	20
Children’s Bedroom	22
Teen Bedroom	22
Laundry Room.....	23
Basement.....	23
Garage	24
Backyard	25
Holiday Decorations.....	25
Pets	27
Staging a Vacant Property	27
Photo Gallery	30
Curb Appeal	30
Home Office	31

Living Room.....	33
Vacant Property.....	34
Neutral Color Samples	36
Daily Checklist.....	39
Weekly Checklist	40
Closing.....	41

- **Pets:** Most pet owners are immune to the smell of their pets. If you have pets, ask a friend you can trust if he/she smells pets when entering your home. If so, you must take care of this. There are many products on the market that remove odor from carpet and upholstery effectively without covering it up.
- **Smoking:** If you or any members of your household smoke, smoke outdoors while your house is on the market. Repainting the walls will help remove the smell, but if you do not repaint, wash all walls to remove the smoke residue. Wash all window coverings, and spray upholstery with a product that will neutralize the odor.

Curb Appeal

According to the National Association of Realtors®, 49% of homes are sold on curb appeal. Curb appeal is what a prospective buyer sees as they drive by or when they arrive for a showing. This is critical. You want to make sure that when a prospective buyer drives by your house, they will want to come inside. Make your house look better than any other house in your neighborhood.

- Mow the lawn and weed the gardens in the summer months. Fertilize and treat the lawn so it is a healthy green.

- Promptly clear the sidewalks and driveway of snow in the winter months every time it snows.
- Prune any plants or shrubberies that are overgrown. Remove all dead or dying plants.
- If the concrete or blacktop in the driveway is in need of repair, fix it. Remove any weeds growing in the cracks.
- Fences and gates should be in working order and have a fresh coat of paint.
- House numbers should be visible and easy to read.
- Repair or replace the mailbox, if necessary.
- The entrance to the house must be clean, and free of cobwebs, debris, etc.. In the fall of the year, keep on top of clearing the leaves. A new doormat is a great idea and be sure to keep it clean.
- The front door is a very important aspect of your house. The color should complement the rest of the house. A door that is one color looks best; a multi-color door looks chaotic. Clean the windows and screen in the door.
- Check the doorbell to make sure it works.

- Make the outdoor light fixtures sparkle. Replace any burned out bulbs. For evening showings, turn on all exterior lighting.
- Keep lawn ornaments to a minimum. Pick out one or two of your favorites and store the rest.
- If you have pets, keep the yard clear of any droppings.

Entryway

Statistics show that a prospective buyer makes up their mind whether or not they like a house in a matter of 8 seconds. This means the entryway could be the most important room. It has to look appealing and should have no lingering odors.

- Remove furniture or decorative elements like umbrella holders, coat racks, or benches. Keep coats, shoes, etc. in the closet.
- Place an appropriately-sized rug that is clean inside the door. The rug should be at least as long as the door is wide. If the rug is too large, the space looks small.
- If you have a large entry, there may be room for a floor plant or a small table with a lamp. Just be mindful of the size of the space you are dealing with. There should be no obstacles to get around.

ABOUT THE AUTHOR:

Lisa Witte trained at The Creative Center for Redesign in Minneapolis, Minnesota. As the owner of *Interior Expressions* in Augusta, Wisconsin, she helps real estate agents and homeowners sell their homes quickly with her innovative home staging techniques. She also uses her knowledge and expertise with homeowners who want to redesign their current living space, bringing harmony into their home.

HOME STAGING HAS NOTHING TO DO WITH DECORATING.

The main objective is to remove distractions so the buyer can see the space—not what is IN the space.

[page 2](#)

A POTENTIAL BUYER MAKES THEIR MIND UP 8 SECONDS AFTER WALKING THROUGH THE DOOR.

This means your entryway could be the most important room in your home.

[page 9](#)

REMOVE CLUTTER FROM CURIOS AND BOOKSHELVES.

The 3:5 rule is essential.

[page 12](#)

LEARN TO KEEP YOUR CHILD'S ROOM PRESENTABLE AND YOUR CHILD HAPPY.

[page 22](#)

FIND THESE TIPS AND TRICKS INSIDE AND LOTS MORE

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