



Expert Home Staging Tips

You're selling a house, but you're marketing your 'home' - follow these tips to sell your home faster, and at the best possible price.

Make the Most of that First Impression

If your home is going to get a second look from buyers, it needs to make a good first impression. A well-manicured lawn, neatly trimmed shrubs and a clutter-free porch welcome prospects. So does a freshly painted - or at least freshly scrubbed - front door. If it's autumn, rake the leaves. If it's winter, shovel the walkways. Put away bikes, trikes, bats, balls, and gloves. The fewer obstacles between prospects and the true appeal of your home, the better.

Answer these with the hawk-eye vision of the buyer. A buyer can see at 20 feet what most sellers don't often see at two.

1. Are window screens repaired and free of tears?
2. Are garden hoses picked up and neatly stored?
3. Are boats, RV's, old cars and bulky junk items stored or removed from property?
4. Is the roof (shingles) in good shape?
5. Are exterior lighting fixtures clean and in proper working condition?
6. Are house numbers firmly affixed, and easy to find and read from the street?
7. Are drapes, blinds and shutters uniform from street view?
8. Are the windows clean and in good repair?
9. Is the garage clean, organized, and the door closed?
10. Are the porches and doorways clean and inviting?

Invest a Few Hours for Future Dividends

Here's your chance to clean up in real estate. Staging your property to sell transforms your home into a property that presents a dynamic first impression.

- Clean up the living room, the bathroom, the kitchen.
- If your woodwork is scuffed or the paint is fading, consider some minor redecoration.
- Wallpaper is out. If possible remove most or all of it.
- A fresh coat of paint in warm neutral colors add charm and value to your property.

Remember, prospects would rather see how great your home really looks than hear how great it could look "with a little work."

Check Faucets and Bulbs

Don't let little problems detract from what's right with your home. Dripping water rattles the nerves, discolors sinks, and suggests faulty or worn-out plumbing. Burned out bulbs or faulty wiring leave prospects in the dark.

Don't Shut Out a Sale

Cabinets or closet doors that stick in your home, will also stick in a prospect's mind. Don't try to explain away sticky situations when you can easily plane them away. A little effort on your part can smooth the way toward a closing.

Think Safety

Make your residence as non-perilous as possible for uninitiated visitors. Your family has learned to live with all kinds of self-set booby traps: roller skates on the stairs, festooned extension cords, slippery throw rugs and low hanging overhead lights. But now is the time to remove them.

Make Room For Space

Remember, potential buyers are looking for more than just comfortable living space. You probably could remove about 50% of your furniture. They're looking for storage space, too. Make sure your attic and basement are clean and free of all unnecessary items.

Consider Your Closets

The better organized a closet, the larger it appears. Now's the time to box up those unwanted clothes and donate them to charity. Think in terms of removing at least 50% of these items as well. That's right, 50%!

Make Your Bathrooms Sparkle

Bathrooms sell homes, so let them shine.

1. Check and repair damaged or unsightly caulking in the tubs and showers. This is so important, we're going to repeat it - louder this time. Repair damaged or unsightly caulking in the tubs and showers.
2. When we say clean, we mean 'Q-Tip clean'. Clean those faucets with an old toothbrush and cotton swabs to remove all traces of soap scum and crud.
3. If your budget will allow consider replacing old vanity mirrors with a modern design; and replace old lighting with bright chrome trim. (Brass, gold and polished nickel are already out of fashion.)
4. Clean or replace dingy grout in floor and wall tile.

5. For added allure, display your best towels and mats.
6. First replace that old shower curtain; and then pull it back to one side (curtain-style) and hold it in place with ribbon or decorative rope.
7. Keep used soap bars out of site (replace them with colorful and fragrant specialty bars.)

There's Money Sitting On Your Counter-Tops

Buyers will always pay more for a spacious kitchen. Especially one they feel they can move right into and set up shop. Make your kitchen as spacious as possible by removing as many extra cooking utensils, food, and counter-top appliances as you can. The more empty space, the more spacious your kitchen seems - and all those items just remind your buyer of work anyway. Substitute that toaster for a sexy bowl of fresh fruit and a green plant to enhance counter appeal.

Create Dream Bedrooms

Wake up prospects to the cozy comforts of your bedrooms. For a spacious look, get rid of excess furniture. Colorful bedspreads, new throw pillows, and fresh curtains are a must.

Only 5% of Buyers Can Visualize How Beautiful A Home Can Be!

It's up to sellers to do the work. The Shannon McCarthy Team knows how to stage your home to maximize that first impression. Contact us for a free consultation and learn more about how we can get the best price in the best time through thoughtful home staging.

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