



# STAGING GUIDE FOR REAL ESTATE LISTINGS




229media



The majority of home buyers begin online - Make the first impression count!

Follow these tips to prepare your home for the best real estate photos possible.

# ...And, if you weren't already convinced that staging your home is a good idea



A recent survey from the International Association of Home Staging Professionals shows that staging helps sell homes three to 30 times faster than the nonstaged competition.

Further, staging can help increase the sale price by up to 20% on average.

# Areas Of Your Home Photographed

- Foyer
- Formal Living Room
- Formal Dining Room
- Kitchen

- Bathrooms
- Basement
- Bonus rooms

- Front Exterior
- Back Exterior
- Sides Exterior
- Front Door/Porch
- Deck and Pool
- Landscaping

- Family Room
- Guest Bathroom
- Master Bedroom
- Master Bathroom
- Additional Bedrooms



...Unless there is a specific selling feature about any of these areas, they're not typically photographed

•Closets •Laundry Room •Garage •Attics

There's always exceptions, right?



- Walk-in closets with built-ins
- Mudroom
- Very spacious laundry room
- Garage with built in storage areas

Your realtor can help determine what should be prepped

# Exterior Staging

Creating Excellent Curb Appeal

- Close garage doors
- Remove all cars, boats, RV's, motorcycles, etc. from the driveway and do not park in front of house
- Move garbage and recycling cans out of sight
- Remove all garden tools, hoses, and clutter
- Blow off driveway, sidewalks, and patio areas
- Turn on front porch light
- Clean/wash all windows
- Power wash driveway and sidewalk



# Deck/ Backyard

- Power wash deck
- Open patio umbrella
- Uncover grill (if nice)
- Place beverages on patio table
- Use container plants to add color and style



## Consider Props

- Pitcher of tea and glasses
- Cocktails
- Fresh flowers on patio table

# Landscaping

- Mow the grass, rake up leaves and debris, pull weeds and remove any dead vegetation
- Install fresh pine straw or mulch
- Prune trees and shrubs
- Plant blooming flowers
- Remove empty plant containers
- Clear out kids toys, balls, frisbees, etc.





# Swimming Pools and Spas

- Vacuum and skim pool water
- Remove pool and spa covers
- Remove sweepers and pool toys
- Straighten lounge chairs
- Open patio umbrella
- Turn on pool lights and any water features
- Turn on spa bubbles



# Interior

- Replace all burned out bulbs
- Remove excess furniture
- Turn on all lights
- Pick up rugs and runners in entryways, kitchens and bathroom (unless exceptionally nice)

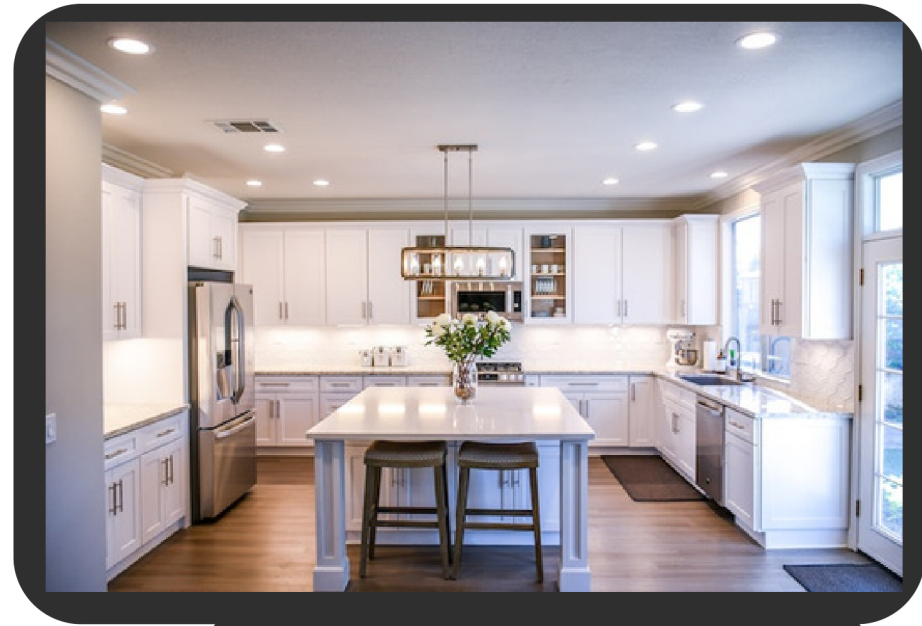


- Wash windows
- Vacuum and mop floors
- Remove soap scum from bathrooms
- Remove dust and cob webs
- Open all blinds and curtains
- Turn off and clean ceiling fans
- Turn off TVs



# Kitchen

- Clear counters but leave a few appliances
- Clear refrigerator of magnets, photos, menus, etc
- Clean and polish appliances
- Remove any dishtowels that aren't decorative
- No dishes



## Consider Props

- Fresh fruit basket
- Vase with cut flowers
- Fresh vegetables on chopping board
- Beverages on serving tray

# Dining Room

- Dust furniture and vacuum floors
- Set the table with nice dinnerware
- Add centerpiece to table
- Straighen china cabinet or buffet
- Straighen chairs and space evenly
- Remove child seats/booster



## Consider Props

- Candle holder with candle
- Vase with cut flowers
- Fresh vegetables on chopping board
- Set table - china, silver, stemware, placemats, table runner



# Bathrooms

- Clean mirrors
- Remove soap scum
- Lower toilet seats
- Remove bathroom accessories from counters
- Remove soaps and shampoos from shower
- Remove bath towels unless decorative



## Consider Props

- Vase with flowers
- Candles
- Fancy soaps
- Apothecary jars
- Fluffy white bathrobe

# Living & Family Room

- Dust and vacuum well
- Wash glass surfaces and remove smudges (these show in photos)
- Straighten pillows and throws
- Declutter fireplace mantel
- Remove newspapers and books
- Tuck away remote controls
- Conceal cables the best you can
- Remove personal photos and toys



## Consider Props

- Decorative pillows and throws
- Candles

# Bedrooms

- Make beds and straighten bedspread and pillows
- Tidy up, dust, and vacuum
- Put away clothes, shoes, blankets
- Remove items from bedside tables (books, magazines, pictures, clock, etc.)
- Put away excess toys and take down posters



## Consider Props

- Decorative pillows and throws
- Candles
- Reading books
- Throws

Follow as many of these staging best practices as you can and your home will photograph and show well.

Thank you and may your home sell above listing price!



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