

STAGING *that sells*




COLLIER
&
ASSOCIATES

Jill Bell

WHY STAGE?

Staging a home is a strategic marketing tool used by sellers to help buyers imagine themselves living in the home and to help them fall in love with the property. Staging is more than just putting a new welcome mat in front of the door and getting new throw pillows. When done correctly it can help a home sell for more money in a shorter amount of time.

83%* of real estate agents said staging made it easier for a buyer to visualize the property as a future home.

40%* of buyers' agents said that home staging had an effect on most buyers' view of the home.

*Statistics from the National Association of Realtors® Research Group

PROS

- Staging makes the listing photos look phenomenal, attracting more buyers into the home.
- Staging allows buyers to envision themselves living in the home.
- Staging has been proven to get a higher price in less time.

CONS

- Staging can take time to set up and take down after selling.
- Staging can be costly when hiring a professional staging company.
- If done poorly, staging may not be in the buyers' taste.



EASY, LOW-COST HOME UPGRADES



Clean or Repaint walls

- Using light shades of neutral colors like gray have been shown to be more appealing to potential buyers

Landscape

- Add some color with flowers and shrubs. Keep the lawn mowed and remove weeds/leaves

Upgrade lighting

- Swap out old light bulbs with new brighter bulbs
- Add more lamps to brighten up darker rooms

Consider renewing floor finishes and replacing old carpets

- Flooring is one of the first things a potential buyer will see and can make or break it for them. Cleaning or replacing your floors can result in a great return.

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STAGING CHECKLIST

✓ CREATE A GAME PLAN

- ☐ Walk through your home, room by room, as if you are a buyer and take notes on what needs to be done. Include any repairs that need to be made.
- ☐ Have a yard sale and throw out anything you do not need anymore. This will make packing up to move easier, too!

✓ REPAIRS TO CONSIDER

- ☐ Clean or repaint walls. Using light, neutral shades has been shown to be more appealing to potential buyers.
- ☐ Landscape. Add some color with flowers. Keep the lawn mowed and remove leaves/weeds.
- ☐ Upgrade lighting. Swap out old light bulbs with new, brighter bulbs. Add more lamps to brighten up darker rooms. Make sure all bulbs work.
- ☐ Consider renewing floor finishes and replacing old carpet. Flooring is one of the first things a potential buyer will see and it can make or break it for them. Cleaning or renewing your floors can result in a great return.

✓ CLEAN, CLEAN, CLEAN

- ☐ Thoroughly clean the entire home, or hire a professional cleaning company to do this.
- ☐ Steam clean carpet. Replace carpet if it's stained.
- ☐ Repair all holes in walls.
- ☐ Remove any excess furniture.
- ☐ Organize closets and remove any clothes that aren't in season to show off the space.
- ☐ De-clutter: Store any small appliances, knick knacks, personal items, etc.
- ☐ Remove valuable items from home like cash, collections, firearms, or jewelry.
- ☐ Clean and organize pantry, throw out any old items to show off the storage space.
- ☐ Put away any personal soaps, hygiene products, medications, etc.

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STAGING CHECKLIST

✓ FINISHING TOUCHES

- ☐ Add fresh flowers or plants to the kitchen countertop.
- ☐ Remove personal photographs.
- ☐ Remove any pet items.
- ☐ Open the windows to let fresh air in and light a candle.

✓ CURB APPEAL

- ☐ Repaint or Refinish the front door.
- ☐ Power wash the exterior.
- ☐ Spruce up the front door with a welcome mat and plants.
- ☐ Sweep the entryways.
- ☐ Clean up pet droppings.
- ☐ Clear the gutters and downspouts.
- ☐ Turn all of the lights on.
- ☐ Open the blinds/drapes.

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HAVE MORE QUESTIONS?

I'm here to help you sell your home for top dollar.

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THE FEEDBACK

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