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THE STAGING HOUSE

THE ULTIMATE GUIDE FOR GETTING YOUR HOME SALE-READY



This issue's
newsletter reads:

GETTING YOUR
HOME SALE-
READY

The
STAGING
HOUSE

Is your home ready for the market?

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With so much uncertainty in the staging industry surrounding COVID-19, many Professional Home Stagers are feeling the frustration of not being able to help our clients and Real Estate Agents get homes sale-ready, and in a position to get maximum dollar.

However, the future of our industry and those alike depends on the safety of our clients, families and communities. Although much of this crisis is out of our control, we do have control over how we navigate through these times. Our goal at The Staging House Burlington (TSH) is to come out of this crisis stronger and even more prepared to offer our elite services with enhanced safety protocols.

As many of us find ourselves with more time on our hands, this is a great opportunity to start chipping away at your list of repairs and minor improvements that will help you get top dollar for your home.

GET ORGANIZED

IMPORTANT TIPS

Before any updates or repairs begin, the first step in getting your home sale-ready is to declutter and organize. This is the time to donate, sell or discard anything you don't want to take to your new home. For many of us, this is the most daunting task. Not only the physical aspect of it, but the mental strain it can have on you and your family. Deciding what to keep for yourself and what your family MAY want to keep can be an emotional process. Despite this, it is an essential step in getting you and your home prepared.

Tip #1: treat this exercise as pre-packing for your future, rather than saying goodbye to your past. Enlist the help of someone that will help keep you on task.

A common mistake homeowners make is keeping boxes and bins of items that make the move, but never get opened. Or even worse, get moved into a costly storage unit, only to be moved back into storage in your new home.

Tip #2: when you're on the fence about whether to keep something or not, ask yourself "Is this worth me moving twice?" It adds frustration to the process of moving if you find yourself moving something from storage, right back into storage.



TIPS FOR STORAGE

Tip #3: number your bins for storage.

- Use a thick sharpie marker and put large numbers on multiple sides of the bin.
- Use cue cards or recipe cards and put the corresponding number on the card and list a few of the main items that are in the bins.
- When you need an item while in storage or after your move, you can refer to your cards rather than having to dig through your bins. You may even choose to have different colour bins for each family member. Not only will this help you keep organized in storage, it makes moving day so much more efficient.
- Use frog tape on the front of bedroom doors with the proper colour written on it.



DEEP CLEANING

Some deeper cleaning that should be done prior to showings:

- Clean out your dishwasher. Use a dishwasher cleaner and remove the catch basket at the bottom to clean it out. Refer to user guide instructions.
- Clean your washing machine. Front loaders especially, as they have a particular scent. Before using a washing machine cleaner, clean the trap at the bottom of the washer (careful- this could be messy) and clean out under the rubber rim in the door. Refer to user guide instructions.
- Clean all door handles and light switches. A magic eraser is great for this.
- Remove and clean out all vent covers. 9 out of ten homeowners do not do this on a regular basis.
- Window and carpet cleaning should be done 2-7 days (depending on weather) prior to listing photos.
- Ensure your furnace filter is fresh before starting your deep clean.
- De-humidifiers should run as much as possible in damp spaces. Ensure it's emptied before bed each night so the full alarm doesn't go off while the household is asleep.
- Air cleaners are recommended for homes with heavy smoke or pet scent.



UPDATES & REPAIRS

Your Real Estate agent is your best resource for helping you decide on major renovations that have the best return on value – but as Professional Stagers, we are well versed on the minor repairs and updates that will discourage buyers from chipping away at your asking price as they walk through your home.

The 3 quickest and most reasonably priced improvements that have the best return on investment:

- 1) Paint
- 2) Lighting
- 3) Professional home staging

A fresh coat of neutral paint is the fastest way to take years off your home. Not only does it update the look and feel of your home, it offers a clean slate for buyers to envision their items in the space.

Painting allows for walls to be patched and made clean again. Don't leave out the ceiling, doors and trim. No need to add trendy accent walls when selling your home. You run the risk of having the colour you choose be too taste specific. Add colour or design effect through art and accessories.

Let there be light! If it is not in the budget to update light fixtures, it's essential that there is lots of light. Invest in 60 watt soft white bulbs for all lamps and overhead lighting. Invest in lamps if there are not enough in the home. Especially for the rooms that don't have overhead light.

Stay away from tiny table lamps. Buy substantial lamps that you love enough to use in your new home. Good light provides for a lovely ambiance and great listing photos.

