

## REMODELORS COUNCIL

# Prepping a home for sale?

## What is STAGING?

By **MELISSA SNOW**

*Melissa Snow Designs LLC*

Home staging is using limited funds, practical creativity and extraordinary expertise to prepare a home to sell so that it becomes more attractive to potential buyers, sells quickly and for more money while in turn becoming a small investment of the home seller.

Professionally staging a home includes three things: Clean, brighten and stage.

■ The kitchen is the most important room in the home, so reduce clutter; clean it properly; and add fruit, flowers, and new kitchen towels to provide a fresh feel to potential buyers.

■ Bathrooms are the second-most important room in the home.

Use color-coordinated towels, place decorative soaps by sinks, clean soap dishes or soap holders, remove necessary items from the shower and bath area, light candles, and buy fresh bath mats all in the same



color.

■ In all bedrooms, use pillows on the bed and place them from largest to smallest in scale, and clean up areas on floor around the bed.

■ For closets, de-clutter and clean out unused items from the area (put extra clothes, etc. not used in another area that is off the property).

■ At the front door, hang a new wreath, clean the front door, plant some new potted plants and buy a new doormat.

■ In the garage, remove excess items and put in a storage unit. (If not the potential client (buyer) will think there isn't enough room in the home for storage).

■ If there are funds available, add new light fixtures to update

the property, add a fresh coat of paint in the main living areas and master bedroom, and add new hardware (door pulls) on cabinets.

Reasons to stage a home:

1. Faster sales time,
2. Positive first impression,
3. Ready to move-in look,
4. No imagination needed,
5. Offers competitive advantage,
6. Looks well maintained,
7. Shown more by agents and others,
8. Might get more advertising,
9. Might earn higher sales price, and
10. Pleases potential buyers.

This article was provided by a member of Greater Houston Builders Association's Remodelers Council. For more information contact the Greater Houston Builders Association, c/o Remodelers Council, 9511 W. Sam Houston Parkway N., Houston, TX 77064; [www.ghba.org/remodelers.asp](http://www.ghba.org/remodelers.asp); or 281-970-8970. The GHBA Remodelers Council meets every second Tuesday of the month at 11:30 a.m. at the Hess Club.