



Spruce's Top 10 Staging Suggestions

- 1. Think like the buyer:** Put yourself in a “consumer’s” shoes – when given a choice, would you take a worn or damaged version of an item, be it a piece of clothing, fresh produce, a couch or a car? Or would you want the one that is in the best shape? The same goes for a home – people prefer “move-in” condition and want to buy homes that are clean and well-maintained.
- 2. De-clutter and de-personalize:** Clutter hides assets and can actually make prospective buyers feel anxious. Personal collections and family photographs serve to distract buyers from paying attention to the true product – the home itself! Clear off all surfaces, bookshelves, and table tops. Empty closets and cupboards by ½. Pack up personal photos and mementos, and display only the most “crowd-pleasing” art and accessories.
- 3. Lighten and brighten:** Nothing makes a home feel bigger and brighter than fresh paint and clean, wide-open windows. Rooms with a fresh coat of paint seem newer and cleaner. Removing window treatments allows twice the light into rooms, and serves to make rooms feel bigger. And finally, consider brighter bulbs and additional table lamps – every room benefits from extra light!
- 4. Give focal points their deserved attention:** It is not uncommon for a room’s natural focal point – a beautiful fireplace or a bank of windows – to be “ignored”. Be sure to rearrange your furniture to give your room’s best asset the attention it deserves.
- 5. Clearly define the function of each room:** In most cases, bedrooms should be staged as bedrooms, and dining rooms should be dining rooms. What’s more, rooms that are givens – living rooms, for example – should be staged to show how best to use and enjoy the space. Filling a corner of a living room with toys or office furniture shows that there might not be room for those things in other areas of the house – definitely an impression you’ll want to avoid!
- 6. Free up square footage by editing out large pieces of furniture:** Empty rooms look smaller than furnished rooms, but *over-furnished* rooms look cramped and crowded. Pare down extra furnishings – give them away or redistribute them around the house, and utilize only those furnishings that enhance the space and are the right size and scale for their surroundings.
- 7. Consider inexpensive upgrades:** Most people are amazed at how inexpensive light fixtures can be – and upgrading an outdated ceiling or hall fixture can transform a dark space and give it a much more modern look. Older kitchen cabinets gain new life via updated hardware, and sinks can look brand new again with new faucets and knobs.
- 8. Maintain a show-ready home:** Keeping a home looking good while it is on the market can be a challenge, but if you can change a few simple habits in your morning routine, your home will keep that “just staged” look. Keep a tote by the door and fill it with items and papers that come loose. Take it with you on your way out the door – the mess goes with you!
- 9. Clean, clean, clean:** Clean once – *after* you’ve packed away your excess clutter and weeded out your closets and cupboards. And *after* you’ve re-purposed your rooms and moved out extra furniture. Now that everything is in its place, make it all shine. All homes look better when they have been thoroughly cleaned. Give your buyers confidence that they’re getting a spic and span new place!
- 10. Don’t forget curb appeal:** After prospective buyers have found your home online, they will no doubt do a drive-by. Make them want to come inside by making the outside inviting and welcoming. Clean, weed, and mulch beds and flower gardens, hang an attractive door display, and hide any unsightly necessities such as trash cans, hoses, recycling bins, etc.

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