

## **6 Ways to Help Stage Your Home**

### **1. The home gets personal the moment one touches the front door.**

Like a roaring fire, every room needs a focus. Just as every house has one heart, every room has its strongest feature. It may be a fireplace, a piece of art, or a view. Once this is established, then the seating arrangement is built around it.

### **2. If the furniture arrangement sets the stage, the lighting makes the action.**

The right light also determines how each room and area feels. It can show relaxation, activity, or just decorate. For these reasons, lighting needs to be considered very carefully. Do you want to show that this area of the room is comfortable for reading? – aim a task lamp down at an open book placed on the seat of an armchair. Is there a beautiful painting over the mantle? – centre the spotlight on it.

### **3. Help buyers see your house as their home.**

One of the things that stagers will do is to “depersonalize” by squirreling away personal photos and mementoes or potentially objectionable items in order that potential buyers can easily visualize themselves living there.

If you have ever been in the market for a home, what caused you to say, “No, not this one.” There may be clear reasons such as the location, size or layout of the home, but it’s also quite possible that other factors contributed to your negative view.

Let’s say a buyer walks into a home and finds a collection of trophies on the mantel, an assortment of family photographs, ranging from formal to playful group shots, souvenirs from your last family vacation and other personal items. What happens to buyers when they spot these items?

They can be distracted and feel uncomfortable. They focus on these items and not on the features of the home. More importantly, buyers may have trouble imagining their personal items in the same setting because the home is so obviously an expression of its present owners.

### **4. Mail order catalogues and half-burned candles are the first to go.**

Clutter cannot only camouflage features, but can create an impression of indifference that leads buyers to suspect poor care and maintenance. Clutter distracts buyers from the features you want them to see.

So its best to toss out that hooked rug from Aunt Edna, the bowling trophy and the handmade clay sculpture made in 1984 by your nephew, Jack. And knickknacks begone. They clog up otherwise sleek surfaces, and more importantly, they restrict buyers from imagining their own possessions on those surfaces.

What you are doing is removing objections and creating fewer reasons to say “no”. By removing negatives, you’re increasing your chances of having a sale. And while you are removing, remove all those magnets and papers off the fridge. And some things are better left in a drawer.

## **5. A stage set for living.**

Marketing the home for sale requires an overall plan or careful study. Stagers carefully observe how every element on the room affects the others to determine if something is right for the room or not.

Every area should look as if it has served its intended purpose well. It is about creating an emotional attachment to the home and to involve as many feelings and senses as possible. The house must be presented as if it is waiting for someone else - to create the impression that all the buyer has to do is unpack their suitcase and they're home.

Stagers give proper presentation by highlighting saleable features, designing proper traffic paths, paying attention to lighting, views, and the arrangement of furniture, art and collectibles.

## **6. Stagers are objective marketers**

Stagers are not emotionally attached to the house, furnishings or art. They understand what the buyers for this property are looking for when they walk through the door. They also bring with them their team of resources to get the necessary work done quickly and efficiently, whether it is the updating of materials, painting, doing repairs, cleaning or organizing.

If potential buyers have viewed several homes that day, they often will have trouble remembering which house is which. That is where home stagers come in and make sure that there is always something that stands out in order that buyers can remember your particular home at the end of the day.

One way to make that shift from your home to a house on the market is to realize that it is now a product for sale and to think of the house as if "on stage."

Stagers impart the feeling of home, not as a sterile show home, but rather with a comfortable, lived-in look. The final step of literally "setting the stage" assures that the house stands out like a glittering jewel in a sea of marbles. This assures that the property gets top dollar and sells quickly.

It doesn't have anything to do with personal taste or style or period of furniture - it is just good marketing.

**Set the stage yourself, hire a home stager, or do it together, but do it! Turn up the lights and set the stage. It's Showtime!**