

Staging Guide



Dress up the Exterior with curb appeal and inviting atmosphere!

Curb Appeal Tips!

Clean up the first look! Remove dead plants, toys, pet toys, bicycles, hoses, yard tools, garden hoses/sprinklers, mowers, etc.

What about sunset/twilight?

- Be sure all landscape lights are on by sunset (*check timers!*)
- Pool lights colors: white is best, but fun colors are OK (*not yellow/green!*)

Outdoors

- Remove vehicles from driveway
- Hide trash from view (hide in garage or side of home)
- Spruce up the landscape with real plants/flowers
- Add fresh mulch to define edges
- Swimming Pool: remove pool cleaning hose, turn on water features
- Welcome Mats by the front door are inviting; your buyers will be standing on the front porch for a couple minutes while agents access the lockbox.
- Add decorative plants or flowers, tea/lemonade set with pitcher and glasses
- Open umbrella (as long as it doesn't obstruct a view)



What about aerial photos/video?

Pets need to be out of the yard - the drone can be frightening and the operator needs access to the yard. Appointments are usually only 1 hour on site.



Warm Welcome



Open/tie-back all curtains and raise blinds or open straight across (try to be consistent).
Turn on all lights, turn off all fans!

Let there be light!

Light bulbs—double-check all lamps/light fixtures have working light bulbs with consistent color temperature (daylight OR soft white, not mixed)

Where to hide all my stuff?

We do not photograph storage areas unless requested, so hide daily essential 'extras' in the utility room, garage, or closets for the day (high chair/ booster seat, baby carriers/playpens, pet beds & food/water bowls, etc.).

Living, Family, Game/Media

- Make sure decorative pillows are in place. A small throw blanket may be draped over a chair, ottoman or sofa.
- Remote controls, video games/consoles & accessories should be put away out of sight – close TV cabinets, if possible
- Remove clutter, newspaper, and magazines
- Enhance a room with decorative touches: plants, decorative candles, a stack of a few books, art.
- Bookcases should be organized. Staging tip: 1/3 books, 1/3 art/plants or sculptural displays, 1/3 empty space





Let's Dine



Clear counters of clutter & small appliances, paper towel holders, paper napkins, drain rack, soap dispensers, etc.

Sparkle and Shine!

Clean appliances sparkle and shine! **Be sure to clean the light fixtures, too!**



Kitchen/Dining Areas

- Remove trash cans, pet bowls, cleaning supplies (soap, sponge).
- Dish towels and floor mats should be removed for photos (for better visibility of appliances and flooring)
- Leave only minimal decorative items (bowl of fruit, vase of flowers, cookbook on stand, or wine bottle/glasses on a serving tray, etc.)
- Decorate breakfast table with plant, vase of flowers or centerpiece (bowl of fruit, candle arrangement, etc.) Or set up place settings like you're setting up for a fun dinner party!



Beds & Baths



Same as the rest of the home: open/tie-back all curtains and raise mini-blinds or open straight across (try to be consistent throughout). Turn on all lights, turn off all fans!

De-clutter!

Remove all the stuff that makes it YOUR home. Hide personal items so your buyers visualize the home could be THEIR home.

Bedrooms

- Clear end tables and dressers of all clutter and health aid devices (breathing machines) and make the bed with matching bed linens and decorative pillows
- Stow laundry baskets/hampers, bathrobes, and any other extra wardrobe items (clothes, shoes/slippers) or toys in the closet

Bathrooms

- Remove all personal items and toiletries (toothbrushes, hairbrushes, medicine/vitamins, shampoo, etc.) from all bath caddies and counters
- Remove bath mats, weight scale, trash can, shower chair, bath toys, potty seat, etc.
- Display only decorative towels, candles, plants

