
Market Ready Home Staging Report



Spaces Streamlined
Home Styling

Your Market Ready Home Staging Report & Action Plan

Thank you for the opportunity to work with you to prepare your most valuable commodity for today's real estate market. Buyers have an expectation to either get a "great deal" on a house or to fall in love with a home that is *Move-In Ready*. Home Staging is the process of getting your property ready for sale, so that buyers will feel a personal emotional connection with it and make an offer.

Home Staging- turns a house into a product that homeowners can market and sell for the highest price possible with minimum time on the market.



The act of staging is- merchandising and packaging that product to create a light, warm, spacious environment that will appeal to the largest pool of potential buyers.

Our consultation today is your first step in turning your "home" into a "product". Please keep an open mind in that we will be focusing on the things that will increase the "marketing value" of your home, so that buyers fall in love with it! We will only suggest those changes that will give you a **great return on your investment**.

Key Points to Remember

- Over 90% of buyers are online first, so we will be staging for your online photos to make a great first impression, stand out from the crowd and inspire buyers to make an offer.
- Not even 10% of buyers have the ability to look past problem areas and visualize what a home "could be".
- Preparing your home may seem difficult today but will save you in price reductions tomorrow.
- Have fun, enjoy the process and please do not be self-conscious because people *don't live in staged homes!*

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Curb Appeal, Exterior & Entry



This first impression is all-important because it sets the tone for the way buyers will view the rest of the house. Within fifteen seconds they will develop an opinion either positive or negative that they will be looking to reinforce throughout the rest of the home tour.

The curb appeal is the buyers “first view” of the outside of the house, while the entry is the buyers’ first impression of the inside of the house, so BOTH first impressions are critical.

General Recommendations- Maintenance, Cleaning, Repairs

- Lawn- Keep grass watered, mowed and edges trimmed
- Shrubs and trees- trim any branches that touch the house or sunlight from windows
- Flower beds- weed and apply fresh mulch for a clean, manicured look. Add fresh and/or flowering plants
- Driveway, sidewalk and concrete steps- power wash for a clean impression
- Roof and gutters- have them cleaned and repaired if needed
- Exterior- power wash dirt and/or mildew away. Touch-up paint or invest in a fresh paint job
- Windows and screens- clean and/or repair
- Porches, patios and decks should look clean and inviting staged with plants and/or a bench or seating area

Items to be Packed or Moved

- Trash cans
- Hoses
- Plant Pots (or fill with fresh plants)

Recommended Cosmetic Improvements

- Paint Exterior / Front Door / Interior Foyer
- Door hardware – replace
- Exterior light fixtures- replace
- Foyer light fixture
- Clean / refinish or replace flooring

Accessories for Adding a Fresh and Updated Feel

- Pot of flowers or plants(s) and/or hanging baskets
- New Doormat and / or inside rug
- Quality outdoor furniture (if possible- no plastic chairs)