

ATTENTION SELLERS ... ***SHIFT*** that (Home Staging) Mindset!

You are in the process of putting your house on the market and feel a bit overwhelmed at the task ahead. How quickly will my house sell? Will I find a house I love at the same time my own house sells? Sellers don't like not feeling in control, so they try to tackle the sale of their house in their own way. **STOP AND SHIFT THAT MINDSET!**

One of the most important things a seller can do is hire a Professional Home Stager to turn their house into a home. This is done by properly preparing the home to sell as quickly as possible and for top dollar. **THIS IS WHERE THE FOCUS SHOULD BE.**

LET'S GET STARTED:

1. **Remove YOU From the Home Staging Process:** The BUYER makes the offer, and the buyer ultimately dictates the value of your home, so you need to think of your home as a product that gets prepped, packaged, and wrapped with a target buyer in mind. Keep your personal taste and emotions out of the equation so to meet the demands of the ideal buyer.
2. **Look at Your Home in its Entirety:** Do not forget about curb appeal. A beautifully 'manicured' yard gives buyers the impression you have taken care of your home. Showcase everything, including organized closets.
3. **Consider the Stature and Style of Your Home:** Set the stage by staying true to the bones of your home, from quality to style choices. Do not skimp on necessary updates and repairs.
4. **You are Selling Space, Not Stuff:** Showcase your property's architecture, spacious floor plan, storage, and great details instead of 'stuff' you have accumulated over the years. Store away collections and, instead, strategically stage and style the space to define and highlight the most important selling features. Leave the buyers with a good impression.
5. **The Psychology of the 5 Senses:** More than anything, people buy on emotion. We want to make sure the property passes the 5 senses home staging test: Looks great, is light and bright, smells clean and fresh, has a sense of calm (which we all need), and is intentional ... intentionally pleasing, especially in kitchens and baths.

