

Handy Home Staging Tips

First impressions count and no more so when you're trying to sell your home. Impress buyers and increase your chances of a quick sale with these top tips.



Did You Know? **81%** of buyers found it easier to visualise the property as their future home when it was staged. (National Association of Realtors)

“I like to create an illusion of a real life being lived within the property, whilst drawing attention to the best features and detracting from the worst—in the same way as I would style a celebrity on the red carpet.”

- Ceril Campbell, Lifestyle and Interior Stylist

Clear the Clutter

The key to home staging is to create a beautiful 'blank canvas' that buyers can envision themselves in. Forget sentimentality—declutter, depersonalise and remove anything that detracts from your home.



- Take down family photos.
- Throw away stacks of magazines, newspapers or the post.
- Put anything you don't need into storage (or the attic).
- Create space by removing very large or bulky furniture.
- Remove children's artwork and/or posters from the walls.

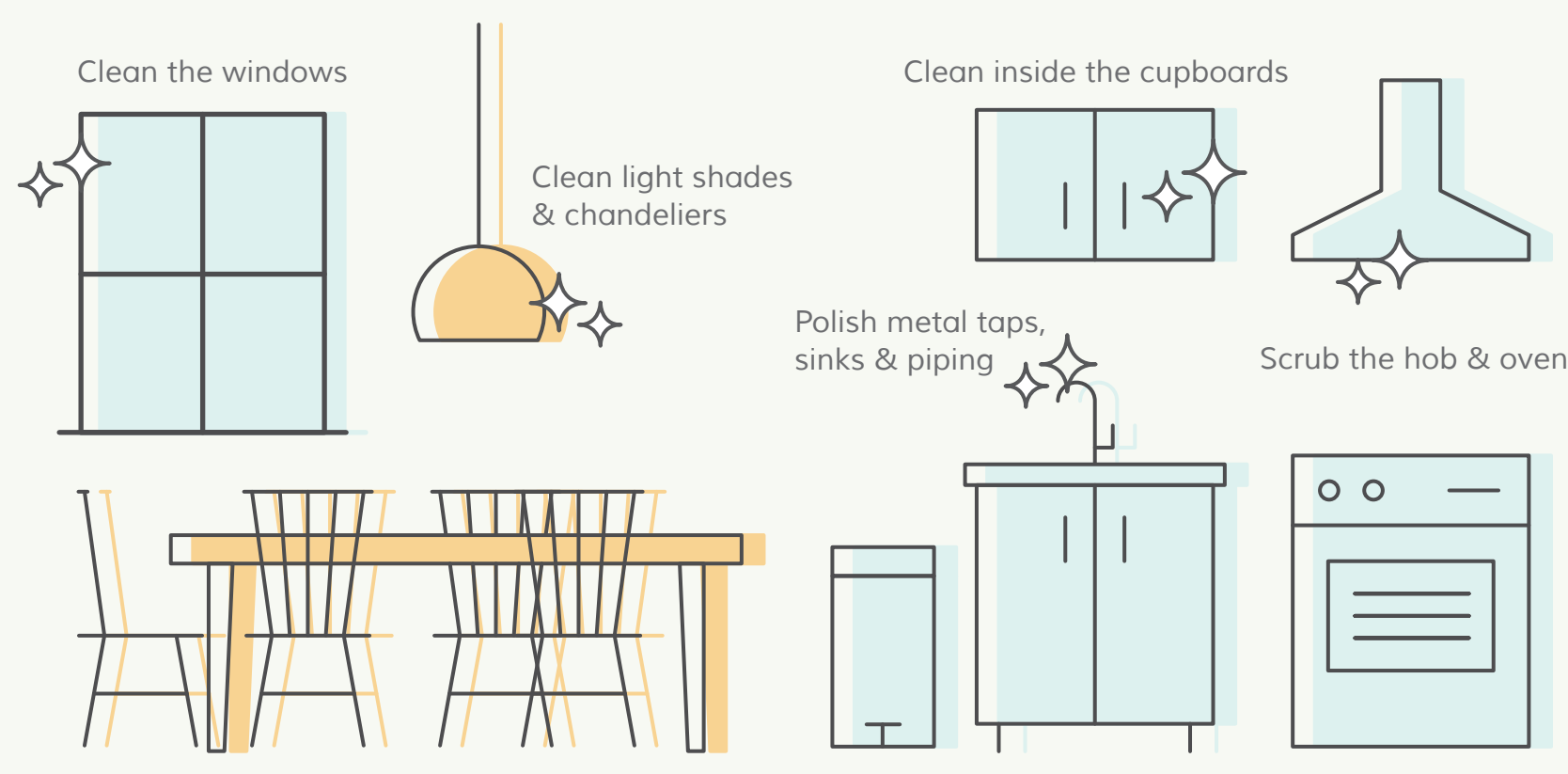
Top Tip: Don't forget buyers will be peeking into your fitted cupboards too! After removing the contents and cleaning inside, strategically place products back inside again facing label-forward, as you'd see them in a shop.

“Stand in the doorway of each room and close your eyes. When you open them, see what you're drawn to. It should be a lovely focal point in the room. If your eye settles on the Yellow Pages sitting on the coffee table, you know something's wrong!”

- Lynn Pick, Home Stylers Ltd.

Cleaning

When it comes to preparing your home for the photographer and buyers, nothing but a deep clean will do. Imagine that the Queen (or your mum) is coming to stay, roll up your sleeves and get stuck in!



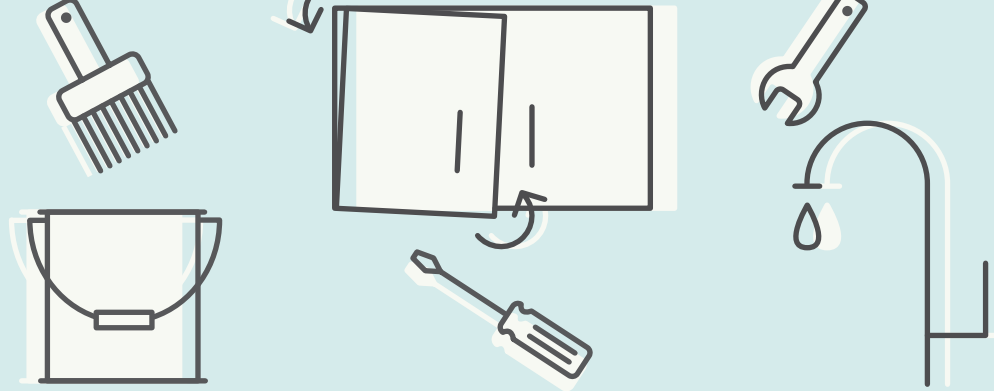
Top Tip: Unsure where to start? Consider hiring a professional cleaner to help you blitz the cobwebs away!

“I always advise my clients to thoroughly clean their home until it's sparkling. This includes the tops of picture frames and under the bed! You're not done until it looks and feels like a 5-star hotel!”

- Suzanne Sutherland, Heaton's Home Styling

DIY

Eagle-eyed buyers will spot a faulty tap a mile off—make it easy for them to love your home by solving any pesky DIY jobs.



- Fix leaky taps.
- Replace mouldy silicon.
- Fill missing grout.
- Refresh peeling paint.
- Fill dents in walls.
- Replace cracked tiles.
- Fix faulty sink plugs.
- Straighten doors and cupboards.

Top Tip: If you're stuck for time why not hire a helping hand to come and take care of the small tasks around the house? A professional will easily take care of the jobs that might otherwise take you a whole weekend.

Did You Know? **10-15%** more professionally staged homes are sold than the competition. (Mouseprice.com)

“My top tip for sprucing up a bathroom is a grouting pen—you can buy these for £5-10 from most hardware shops and they work wonders on stained grouting. The end result is so effective, I've had clients mistake them for new tiles!”

- Katie Jackson, Home Staging SOS

Décor

Once your home has been decluttered, tidied, dusted and scrubbed to the nines, it's time for the finishing touches.

- Cover the bed with a new bed cover and cushions.
- Spruce up a tattered sofa with a new slipcover or throw.
- Replace dark curtains with lighter fabric or blinds.
- Add coffee table books to any side tables.
- Use strategic lighting on different levels.
- Lay the table with a matching dinner set.
- Place fresh-cut flowers and plants around the house.
- Hang framed art or canvas prints on the walls.



Top Tip: Use mirrors instead of paintings where possible to help bounce more light around the room.

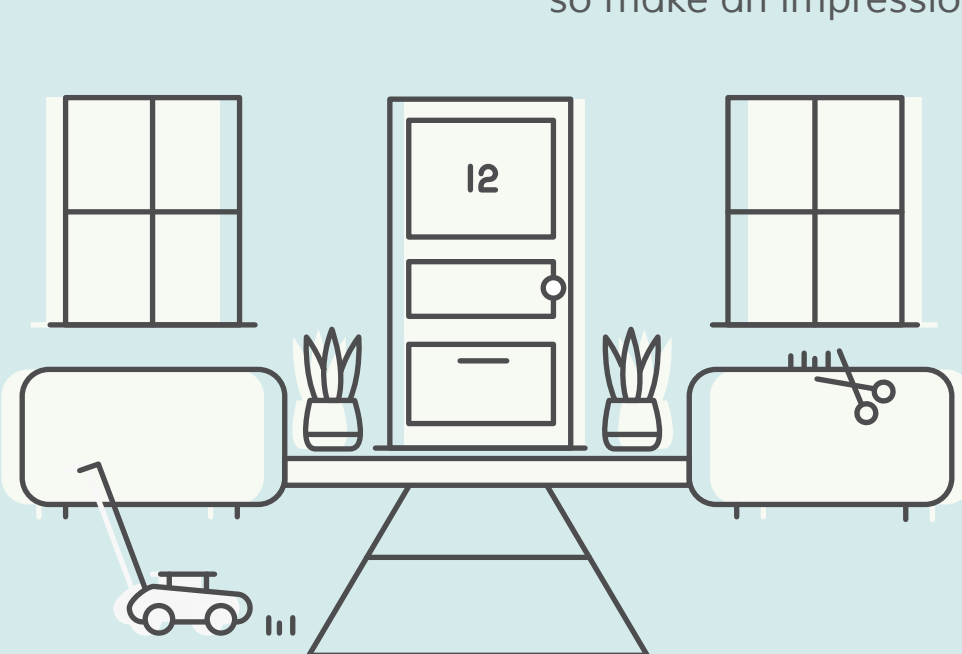
Did You Know? **28%** of buyers are willing to overlook other property faults when a home has been staged. (National Association of Realtors)

“When decorating avoid using bright, white paint which can look cold in the grey-blue light of the UK. An off-white, cream or ivory will give the room a much warmer, inviting feel.”

- Lynn Pick, Home Stylers Ltd.

Curb Appeal

The front entrance will set the tone for the rest of the house, so make an impression that lasts.



- Trim shrubs, weed flower beds, and mow the lawn.
- Clear the path or driveway and power wash if necessary.
- Add potted plants next to the door.
- Re-paint door and add a house number.
- Plant flowers or bushy green foliage.
- Place wheelie bins out of sight or on the road.
- Move cars out of driveway for viewings.
- Replace old doormats with new ones.

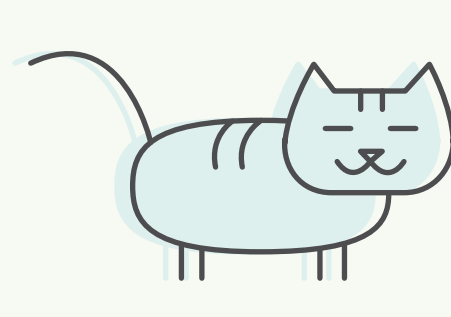
Did You Know? **18%** of viewers decide whether they will make an offer the moment they walk through the front door. (Mouseprice.com)

“Instead of buying a new door handle and letter box, simply remove and spray-paint them gold or silver. It's just as effective and a can of spray paint will cost you under £10 from most hardware shops.”

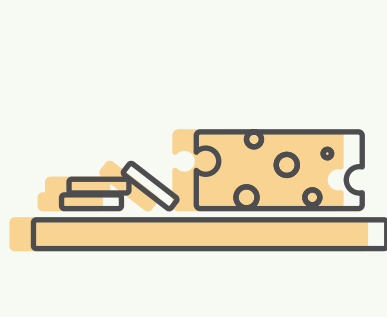
- Katie Jackson, Home Staging SOS

Last But Not Least

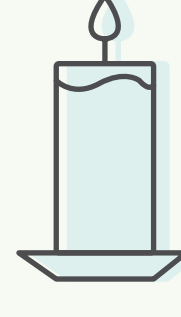
Some top tips for ensuring that your home looks its best for your potential buyers:



Not everyone is a cat or dog man and pet hair or smells can be difficult to keep in check. If you have a pet consider letting friends or family look after them for the day.



Love hosting? Lay out some nibbles for when they come round—if you make them feel welcome, they won't forget you in a hurry!



Remember, it's the little details that count—houseplants, fresh sheets, clean, fluffy towels and well-placed accessories such as candles and vases can go a long way when making a house feel luxurious yet homely.

Resources

- <http://www.mouseprice.com/info/articles/property-services/home-staging/>
- <http://www.homestagingresource.com/pdf/2015-home-staging-statistics-NAR.pdf>
- <http://www.cerilcampbellinteriors.co.uk/interiors.php>
- <http://www.homemakeoverservice.co.uk/index.php>
- <http://www.heatonshomestyling.co.uk/>
- <http://homestagingsos.co.uk/>