



AFTER

# STAGED TO SELL

Six tips to prepare your home for sale and maximize your return

If you're looking to buy or sell a home, you know that first impressions count. Most people decide whether or not they are comfortable in a property within the first few seconds of entering; and when they are looking for a home, that first impression is crucial to a quick sale. Here are six things you can do to get the best value out of your investment.

**1. Ensure proper lighting.** Correct lighting is so important to every room – the standard staging advice is turn all the lights on throughout the house to help show off the lighting. “Daylight” bulbs are best.

**2. Clean reflective surfaces.** Clean the windows inside and out and check other reflective surfaces throughout the house to bounce extra light. Consider all glass surfaces, refrigerators, countertops and art.

**3. Go for curb appeal.** Go beyond cutting the grass and planting flowers. Think of it as drive-by appeal – review the front door, get a new mat and make sure the house number is visible from the street.

**4. Review the minor details.** Inspect your home for minor flaws. Pay attention to the smallest details – they are the ones



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that detract equity. Repair dripping faucets, chipped paint and cracks in the driveway.

**5. Ensure it shows well.** Make sure all selling features have been addressed – pay attention to the focal points, sight lines and traffic patterns.

**6. Put away the family photos.** All family photos should be packed away, as well as any extra items smaller than your fist. Closets need attention too – pack away two thirds of clothing, bed linen and towels.

The best advice is: be sure you complete the home staging process thoroughly and effectively before any marketing starts – you'll have a hard time increasing the list price after it's on the market.

And if you think you could do with some help, consider hiring a professional. Information on Canadian Staging Professionals is available at: [www.canadianstagingprofessionals.com](http://www.canadianstagingprofessionals.com) ■