



Justin Bevins
jwbevins@verizon.net
951-326-0521
<http://www.prudential.com>



Prudential

**Canyon Lake
Realty**

Bevins & Associates Real Estate eNewsletter - Volume 30

Setting the Stage for a Home Sale

“You never get a second chance to make a great first impression.”

This saying strikes a chord in the real estate industry, where many buyers are quick to jump to a conclusion about a potential home after just one glance. That’s why an increasing number of homeowners are employing professional home stagers to prepare their homes for sale.



“Much of what staging accomplishes happens on a subconscious level,” said Carla Grammatica, a consultant with Stage Setters in New York’s Westchester County. “You are trying to create a positive association between your house and the prospective buyer. Anyone can change a paint color after they move in, but first impressions are difficult to undo.”

With 91% of buyers searching first on the Internet for homes, MLS photos and virtual tours are extremely important in the selection process. Staging, as a priority instead of as a last resort, gives sellers key advantages.

Stagers help eliminate clutter, give advice on adding colors, help in rearranging furniture and bring in various items to help spruce up a home.

“One of the most important things is getting rid of things that look messy,” Grammatica said. “Life can get messy, especially with kids and storage issues, but you have to pretend that’s not how you live. You have to pretend your house is [always] neat and well maintained.”

That means picking up shoes from the hallway, removing papers from tables and furniture and even taking down personal items—such as diplomas, pictures and trophies—that clutter the walls. Professional stagers take into account buyer demographics and buying psychology, and they use design elements in planning out the rooms, space and lighting. “Some people think that staging is simply cleaning and packing up some of your things, but it is so much more than that,” said Linda Barnett, a certified staging professional with Indianapolis-based Home Matters.

“Understanding traffic patterns and highlighting the positive attributes of a home while downplaying its negative features all go into play.”

One tip homeowners can do to stage their home themselves is to pack away unneeded items—such as seasonal clothes and old books—and put them in storage. It’s also important not to overwhelm potential buyers with wild colors and furniture, even if you think it makes your home “special.”

Making your home look like a model rather than lived-in can make all the difference in selling a home.