



Keeping your home organized, decluttered, and de-personalized will help it sell faster on the market.

Staging Makes All the Difference in Home Sales

WHEN FOR SALE, a well-staged home will photograph better, and typically sells quicker and usually for more money. Good staging shows buyers the potential of your home by highlighting the best features, while taking out the current owner's personality. I believe that home staging is so important that I offer this service in my listing plan.

Curb appeal is key, as many buyers will do a drive-by first to see if it may be worth taking a look inside. Make sure your landscape is nicely trimmed and the grass is regularly cut. A pot of fresh flowers by the front door is a nice added touch in the summer. Skip the artificial floral wreaths on the front door. If your front door is dingy, a fresh coat of paint will do wonders.

Keep in mind that "less is more" when it comes to decluttering and redesigning your rooms—as your staging efforts should be designed to appeal to the widest possible range of buyers. Remove all those personal and family photos. If there are too many pictures hanging on the wall, you can place a nice scrapbooking paper background in the frame over the photo and leave the frame intact. Clear the kitchen counter of all the appliances and

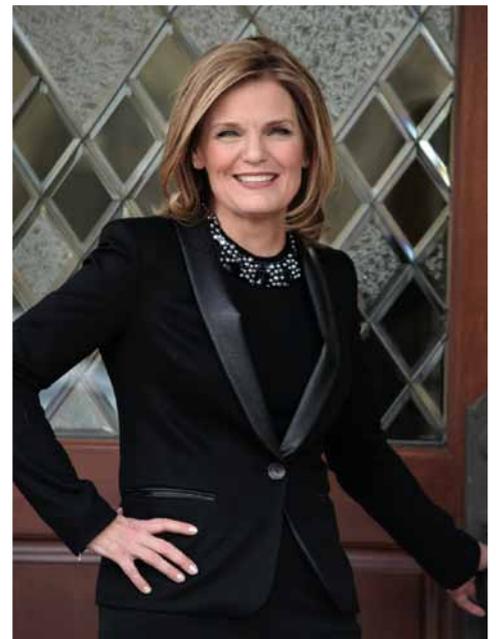
clutter to show off the counter space.

Keep your home clean and ready to show at all times. A good deep cleaning will make your home shine from top to bottom. A squeaky clean home also helps speed up the selling process. So clean those light fixtures, wall switches, trim, and appliances.

Clear out your closets and cabinets. Use your empty suitcases to store off-season clothing. A good rule of thumb is that if you haven't worn something in a year, you probably won't wear it again. The donation centers are in need of your unused items.

Set up your outdoor space to be inviting, whether a patio or screened-in porch. Arrange your lawn furniture, add an outdoor rug, cushions, and throw pillows to offer another comfortable inviting space. Don't forget to put up the outdoor umbrellas for all your showings, too. Let the buyer imagine entertaining in the patio or other outdoor gathering space.

Hide away all extra keys, jewelry, prescription medications, knives, mail, calendars, and small electronics. This will keep your personal items private. 



Kim Alden is a Realtor with Baird & Warner. To learn about her team's staging services to assist in selling your home, or to learn about Kim Alden's marketing program, contact her at 847-254-5757, email Kim@KimAlden.com, or visit KimAlden.com. She is the top agent in the Barrington office for 11 years (2005–2016).