

STAGING GUIDE

THE SECRET WEAPON TO SELLING YOUR HOME.

TORELLI
REALTY



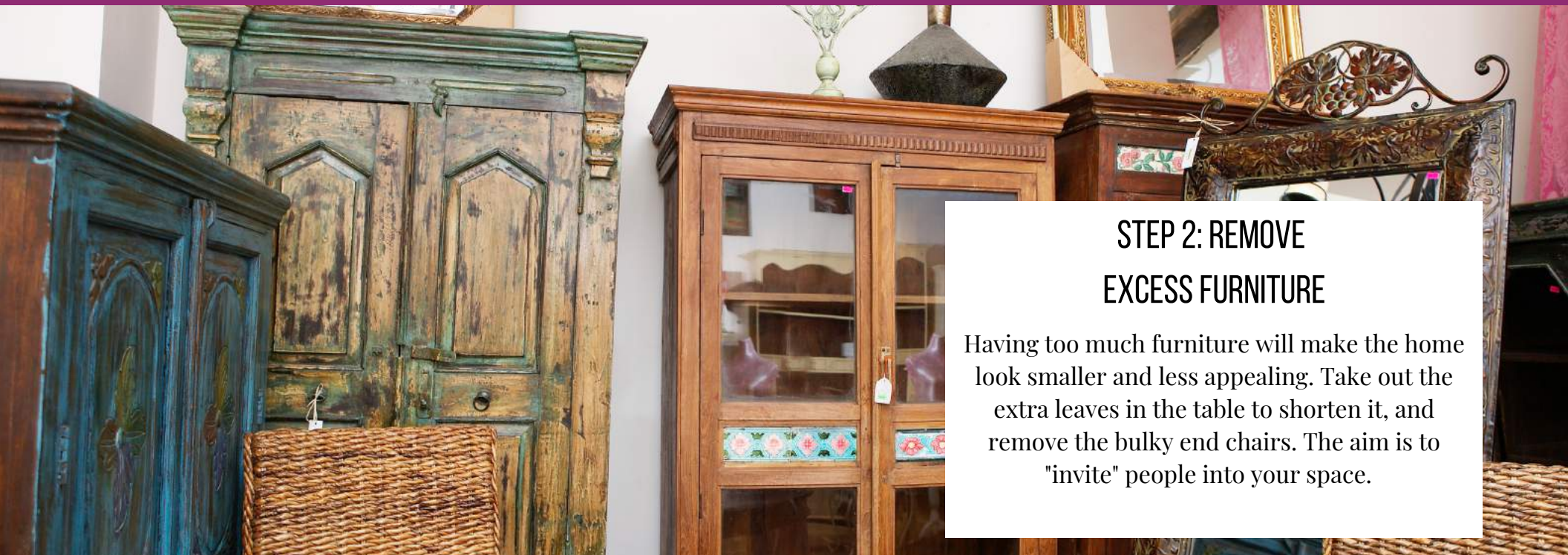
STEP 1: DE-CLUTTER

Clutter is the first thing to take care of. Put personal items in boxes, label them, and move everything into the garage. De-cluttering is a must do before any further steps are take. FYI
- We have "sold" your home by the time the buyers make their way to the garage.



STEP 2: REMOVE EXCESS FURNITURE

Having too much furniture will make the home look smaller and less appealing. Take out the extra leaves in the table to shorten it, and remove the bulky end chairs. The aim is to "invite" people into your space.



STEP 3: EXPERIMENT WITH FURNITURE

Don't be afraid to move the furniture around. Even though you bought that armchair for a specific spot in your house, try placing it in your bedroom with a small table for a little sitting area.

Keep space between walls and furniture so your buyer can move freely through your home.



STEP 4: LIGHTING

One of the things that make staged homes look so warm and inviting is great lighting. Aim for a total of 100 watts for each 50 square feet. Don't depend on just one or two fixtures per room. Ideally you would have three types of lighting: ambient, task and accent.



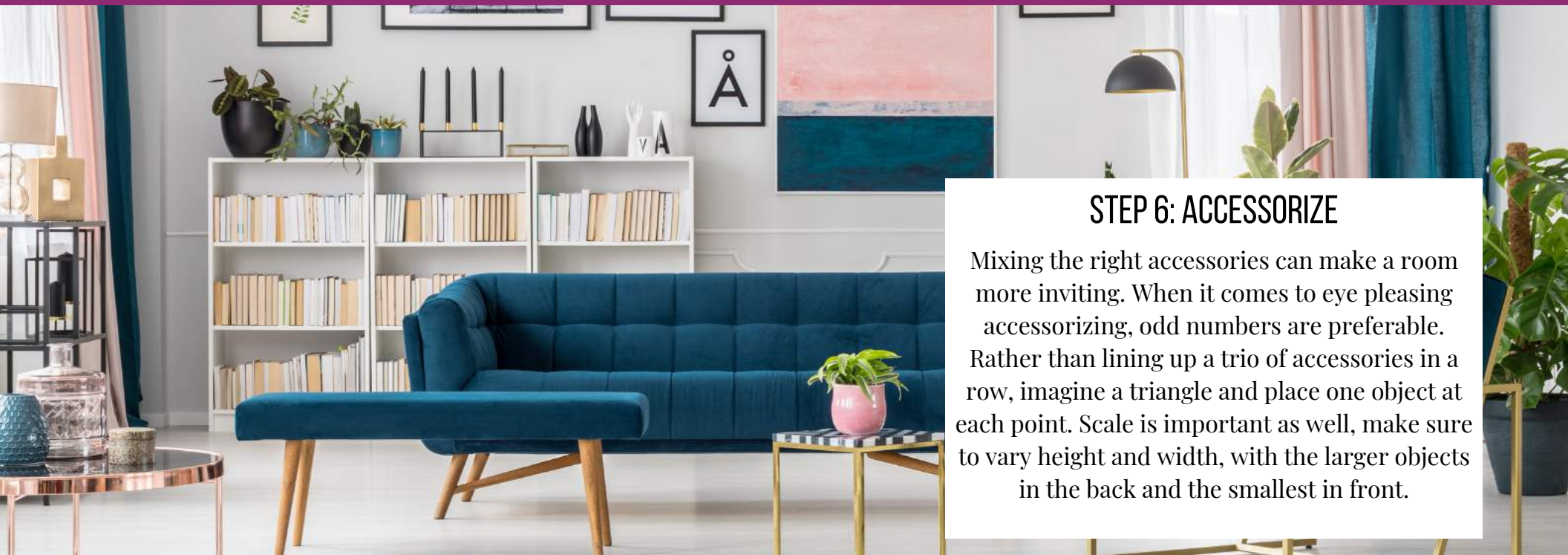
STEP 5: SET THE TONE

Don't be afraid to use dark paint in a powder room, dining room or bedroom. A deep tone on the walls can make the space feel warmer, dramatic and cozy. If you have built-ins or niches, experiment with painting the insides a color that will make them pop.



STEP 6: ACCESSORIZE

Mixing the right accessories can make a room more inviting. When it comes to eye pleasing accessorizing, odd numbers are preferable. Rather than lining up a trio of accessories in a row, imagine a triangle and place one object at each point. Scale is important as well, make sure to vary height and width, with the larger objects in the back and the smallest in front.



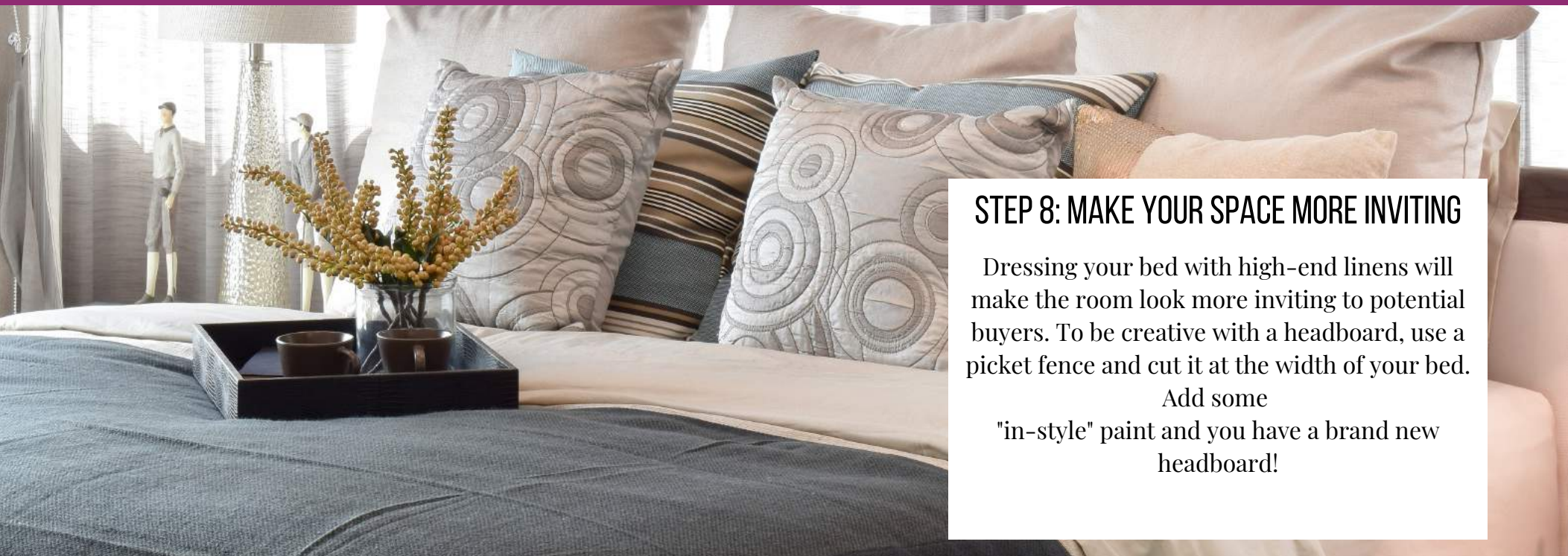
STEP 7: DIY POTTED FOLIAGE

Staged homes are almost always graced with fresh flowers and pricey arrangements, but you can get a similar effect simply by raiding your yard. Look to your wild herbs and very inexpensive, long lasting succulents. Budding magnolia clippings or unfurling fern fronds herald the arrival of spring. Summer blooms add splashes of cheerful color. Blazing fall foliage warms up your decor on chilly autumn days. Holly branches heavy with berries look smashing in winter.



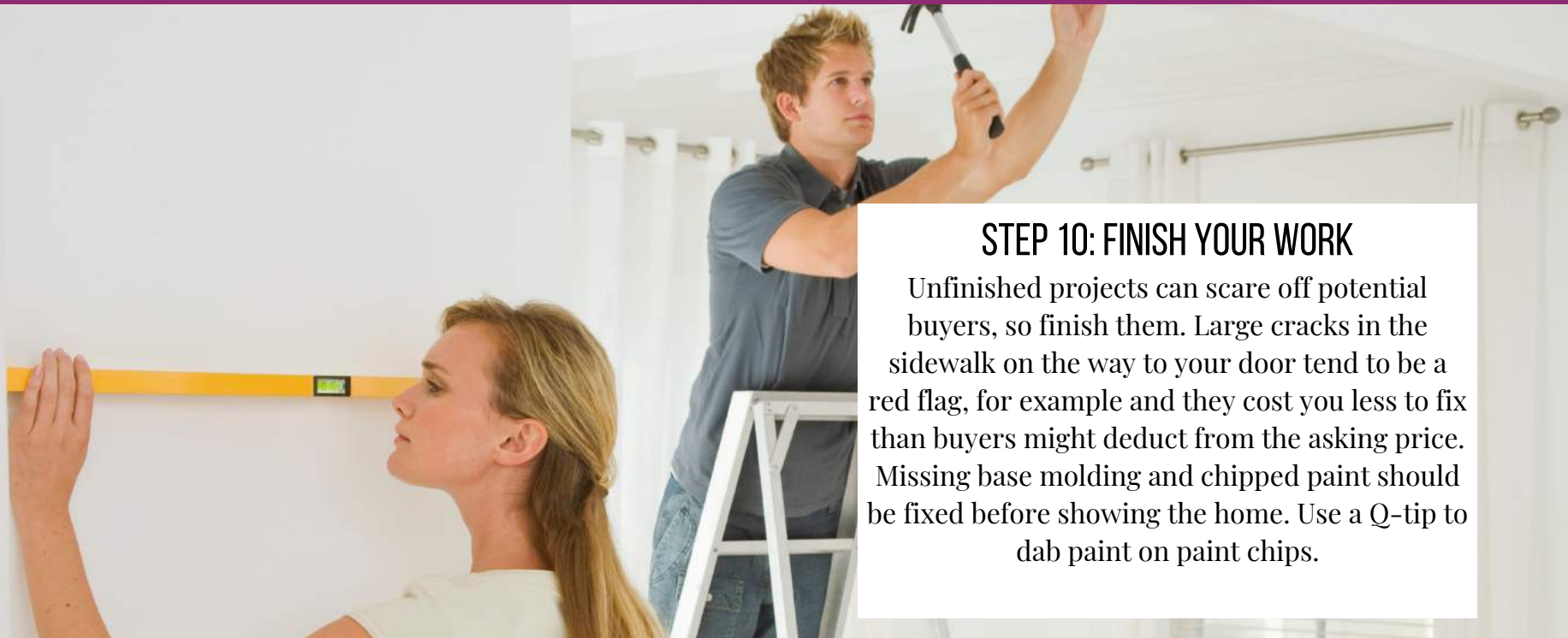
STEP 8: MAKE YOUR SPACE MORE INVITING

Dressing your bed with high-end linens will make the room look more inviting to potential buyers. To be creative with a headboard, use a picket fence and cut it at the width of your bed. Add some "in-style" paint and you have a brand new headboard!



STEP 9: UPGRADES

Adding new faces to the kitchen can be just as good as replacing and redoing your cabinets entirely. All you will need to do is paint the doors and add new, modern fixtures. Having tile professionally painted can make a bathroom look brand new. Put out items like rolled-up towels, decorative baskets and candles to give buyers a spa like feel. Don't forget to put your toiletries in a basket inside a cabinet.



STEP 10: FINISH YOUR WORK

Unfinished projects can scare off potential buyers, so finish them. Large cracks in the sidewalk on the way to your door tend to be a red flag, for example and they cost you less to fix than buyers might deduct from the asking price. Missing base molding and chipped paint should be fixed before showing the home. Use a Q-tip to dab paint on paint chips.