Frenance TOSELL

Learn How To Stage Your Home For Selling And Showings

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Premiere Plus Realty





hen real estate agents talk about staging your home, they're referring to a method of decorating your home that is designed to showcase its best assets, impress buyers, and sell it quickly for the highest possible price.

Because not all sellers stage their homes–especially homes in lower price ranges–you'll be at an advantage if you elect to take the extra step of staging your property.

Why Home Staging Is Important Although staging is optional, it shouldn't be. When you're dealing with such a significant financial transaction as selling as home, you don't want to settle for a lower selling price or a longer marketing period than you have to.

Relative to the amount of time and money involved, staging may be one of the most lucrative projects you ever undertake. Potential buyers aren't just looking for a structure to inhabit—they're also looking for a way to fulfill their dreams and improve their lifestyles.

Staging can create a more emotional purchase for the buyer, which ultimately can generate more money for the seller.

This is an exciting time as you prepare your home to sell. Keep in mind that the way we live in a home is not the way that we show or sell a home. By preparing the home, it allows us to put our best foot forward to prospective buyers.

Home staging is more than just depersonalizing and decluttering. Home staging makes it easier for potential buyers to visualize the property as their next home by creating emotional connection points throughout the home. Home staging provides an advantage to the homeowners by providing more foot traffic from the very beginning.

More showings creates competition among the buyers, which leads to less days on the market and sometimes a higher dollar value for the home.





You have one chance to make a good first impression

According to an NAR (National Association of Realtors) profile on buyers, more than 95% of buyers look for homes online first and only 10% can visualize the potential of a home. Potential buyers form an opinion of a home within minutes of arriving and will look for evidence to support this opinion throughout the house. When homes are professionally staged, they leave a positive impression both online and in person.

You can make more money

Less days on the market means more money in your pocket. An NAP Survey found that the longer a home stays on the market, the further below list price it drops. However, staged homes typically sell within the first four weeks, at an average of 1% above asking price.

Another thing you should consider is obviously the cost but do not be intimitated, the average list price of a home in Naples is approximately \$300,000. The longer a home has been on the market, the less likely it will sell for asking price. With the average price reduction at a minimum of 3%, that would be a loss of \$10,500. Whereas the investment





to professionally stage an occupied home is typically between 0.01 and 0.02% (\$350-\$700). With the ROI (Return on Investment) an average of 1%, that's a profit of \$2,800-\$3,150.

Occupied home staging typically repurposes furnishings you already own. The cost of staging a vacant home (which is equally, if not more so important) usually starts at \$2,500 per month, depending on the square footage.



The buyers in our market are typically 2nd home buyers and are comparing your home to new construction. Many of them just want to bring their toothbrush and move in. So with that in mind, we want to create a clean, up-to-date and inviting home.

First impressions are critical and our environment is especially hard on the outside of the home. As buyers approach and enter your home, you want it to appear in great condition. How does the landscaping look? How about the paint? Are the door handles pitted from the salt air? Does it look like someone has been taking care of the home?

The inside of the home is just as important, if not more, than the outside of the home. Is your home too personalized that a potential buyer cannot picture themselves living there? Personal items are hard to resist looking at from the buyer's perspective. It doesn't say this is mine. Are the colors neutral so that the buyer has a blank canvas from which to work? Do the furnishings and decorations scream from another era? If the home/condo is empty, it is difficult for a prospective buyer to imagine the space and what it would look like with furniture.

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By working with a professional stager, you give your home a fresh upto-date look. Remember, our stager works with clients every day and knows what current buyers want. This really does make a difference on the price and timing of selling your home.

This is the perfect time to begin packing away the things you want to keep, donate or sell. If you are anything like us, it is a very cleansing process. If it is too overwhelming or you need help in the process, we can point you in the direction of companies that can help.

The Bartos Group has many resources that can ease this process. We have relationships with professional stagers, cleaners, power washers/painters, carpet cleaners, moving and storage companies. Finding the perfect vibe for your audience.



Keep in mind, the fewer decorative and personal items in the home, the more a prospective buyer will be able to picture themselves living there. Tiki torches, splashy Hawaiian prints, bamboo furniture, and booze in the blender—the "Margaritaville" lifestyle may be perfect for hanging out in your beach house, but it's not the right vibe if you're looking to sell your home in a second home market like Naples and Marco Island.

Achieving the stress-free beach house look is as simple as understanding the latest take on the relaxed look: Modern coastal.



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What is Modern Coastal?

Modern coastal style is rooted in its anchor interior design style: modern. Modern interior design embraces:

A streamlined, minimalism aesthetic A light, airy, neutral color palette—especially whites and cool blues Natural, neutral materials and finishes, such as wood and canvas Manufactured, futuristic materials, including chrome and molded plastic Geometric shapes (both straight-edged, boxy shapes, and the mathematically precise curves of circular shapes) When you add coastal style to modern, you're amping up the number of natural materials, and selecting weathered finishes reminiscent of wood and canvas beach chairs left seaside for too long.

"Staging works because it helps buyers envision how their family will enjoy spending time at this house in paradise," says top-selling agent Mary Bartos who's sold numerous beach houses in the Marco Island and Naples area. "Staging will certainly help that property sell a lot quicker than a vacant property."



Tips to stage your home to highlight the beach lifestyle:

Stressed out by what it'll take to transform your beach house? True, staging your home home may take time, effort, and money, but it's definitely worth it.

There's an oceans worth of ways to capture the modern coastal style—and you won't need a pro stager to achieve the look if you follow these tips.

Show off your water views (if you've got 'em)

"When people buy water front property, even if they're buying the second row, the goal is to have great views of the water and the beach from the house. So, your staging needs to highlight those views," explains Bartos.

Indoor/outdoor window sheers in a crisp, sailboat sail frame your serene seaside views and let in lots of light. You can finish the modern coastal look with a natural, bamboo shade that can be rolled up to show off the view during the day.

Note, however, that water reflects and amplifies sunlight, which heats up your beach house and may cause any furniture in the paths of the sun to fade. Use privacy window films—which uses one-way vision technology to make living environments more comfortable—to allow for ideal ocean views from the inside, and daytime privacy and sun protection from the outside.

What if you don't have the views?

If you don't have a view, hang artwork that highlights local sights If you're marketing your tourist-town home as a beach house to vacation-minded buyers, but you don't have the advantage of ocean or lake views, hang large paintings or photos of your local beaches and nautical sights (think docks, sand dunes and lighthouses) on your walls.

This both serves to add a touch of modern coastal décor, and pulls





double duty as a reminder to buyers of the reason why they're buying your house.

Don't, however, blow up snapshots of your family enjoying your local attractions. "You don't want to have photos of your family at the beach everywhere," says bartos . "You don't want buyers focusing on your family, you want the buyer to come in and imagine themselves living there."





The list below is a great place to start the preparations. Remember, your home does not necessarily need all of the items on this list.

Outdoor Preparations:

- Power wash tile roof, lanai and/or driveway.
- Repaint the front door and trim. Repaint the rest of the house if needed.
- Move all garbage cans, extra building materials and gardening supplies, etc. from the yard into the garage or storage shed.
- Check gutters and/or roof for dry rot and leaks.
- Prune bushes and leaves. Remove any dead shrubs and trees.
- Weed and maintain all planted areas.
- Clean the patio, porch or decks of all small items, such as flower pots, charcoal, barbecues, toys, etc. Sweep all areas and/or power wash.
- Check all screens and windows. Repair or replace if appropriate.
- Test all fences, gates and latches. Repair or replace any weakened areas.
- Clean the swimming pool and hot tub.
- Check external structures, patio covers, gazebo and sheds. Repair, paint or clean.
- Use driveway cleaner to remove oil stains from driveway or garage.
- Replace worn, badly stained or personalized doormats, door handles and locks.
- Consider putting flowers outside the front door. Consider watering the front yard more often to ensure greenness and aroma.
- Pull the cover off your spa or hot tub.
- If on the water and have French drain, check the rocks.
- If you have a dock, stain it if appropriate.
- Sweep garage and keep it tidy.





Indoor Preparations

- Deep Clean your home
- Dust and wipe down all ceiling fans, blades and miniblinds.
- Windows cleaned inside and out
- Use special cleaning products to remove stains from toilets, bathtubs and sinks. Keep sinks and mirrors shining.
- Clean baseboards and nooks.
- Open the front door. If it squeaks, groans or drags, fix it.
- Review each room. Paint walls, window coverings and shampoo soiled carpets.
- Check all light fixtures and replace all burned-out light bulbs.
- Fix leaky plumbing.
- Organize your closets and cupboards. Thin them out and keep them orderly.
- A gallery wall of family photos or large collections distracts buyers and causes the buyer to focus away from the home. These should be removed and packed away.
- Clear all unnecessary appliances from kitchen countertop.
- Remove all extra items from tub, shower stalls, commode tops and in bathrooms. Group the most needed cosmetics, brushes, etc. on one counter. Coordinate fresh towels to one or two colors only.
- If sink or bathtub drain too slowly, unclog them.
- Replace old caulking around bathtubs.
- Check ceiling for leak stains. Fix the cause of the damage, repair and repaint ceiling.
- Locate operating manuals for appliances. Have warranty information available. The kitchen can be the most important room in the house. Make it bright and attractive. If dull, paint cabinets and put up perky new curtains.
- If the kitchen floor is badly worn, install new flooring.
- Lemon oil all woodwork, cabinets, window sills and doors. If property has scratches and gouges in the wood, use Old English Scratch Cover.
- Rearrange or remove some furniture. Less furniture in a





room makes the room appear larger.

- Remove all unnecessary objects on the furniture throughout the house. Restrict decorative objects to groups of one, three or five items.
- Take down or rearrange certain pictures or objects on walls.
- In painting and re-decorating, stick to conventional white and easy-to-work-with neutrals.
- If you have a fireplace, clean it out and lay some logs in it to make it look inviting.
- Use room deodorant to eliminate musty odors in the living areas/bedrooms.



Preparing for Showings

- Place all money, jewelry and other valuables (including guns) in an out of sight locked location.
- Put pets, pet food dishes and litter boxes outside whenever possible.
- Place flyers on a table by the front door.
- Leave certain lights on during the day. During showings turn on all lights and lamps. Have soft FM music on during the days of all showings.
- Open all drapes, curtains and mini-blinds.
- If you have candles, light prior to showing. Baked cookies or a drop of vanilla on a light bulb will create a pleasing fragrance in the home.
- Keep toilet lids down.
- If possible, have fresh flowers on the dining room or coffee table.
- Do not keep large pets in the house while showing.
- Do not spray room deodorizer immediately prior to showing. This tends to give a masking or cover-up effect.
- Do not accompany the showing agent and prospective buyers through the house when it is being shown. This makes them uncomfortable and they may leave without really spending adequate time to appreciate all of your property's features.
- It's best to be absent while the house is being shown.



Bottom Line

As the saying goes, first impressions are everything. There are many things that can be done to a home to enhance its appearance to prospective buyers.

One tried and true strategy that still produces results today is staging your home. Whether this is with your furniture or a professional stagers furniture, situating a space that helps the buyers visualize themselves living there is key.

Staging your property is critical to help the professional photos, videos and 3D walk throughs shine. 90% of buyers begin their search online as they look at photos. This is a critical step in attracting the right buyer.

Furniture placement, removal of personal photos and de-cluttering will go a long way when selling your home. Sometimes art simply needs repositioned in your home. Not sure if staging is for you? Get in touch with our team and we will be happy to assist you in your selling process from the beginning to the end.

The Bartos Group will guide you through the staging process and, if necessary, offers a free home-staging consultation.

Ready To Sell? Let Us Assist You.

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