

SELLING? Get into the Home Staging Mindset!

How exciting, you've decided to sell your home. It's time to get your mind wrapped around the process of turning your home into a house. It's the most expensive thing you own, so let's start the process of getting the most equity out of it so you can move onto the next chapter of home.

1. **Remove YOU from the Home Staging process:** The place you've called home for years is now a product that gets prepped, packaged and wrapped with a target buyer in mind. Your personal style, taste, your needs and emotions get replaced with the requirements of the ideal buyer.
2. **Look at your home in its entirety:** From curbside to back fence, to online photos - you're selling a packaged dream, not just the physical home. Today's buyer is a smart, refined bunch with HGTV expectations. From great curb/backyard appeal, beautifully organized closets, and emotional cue styling - showcase your house so buyers want your home's lifestyle.
3. **Consider the stature and style of your home:** Whether cozy cottage or charming château, your home's style and stature dictates how it's updated and presented. Set the stage by staying true to the bones of your home - from quality to style choices don't skimp on update choices, repairs or design options such as furniture and accessories. - discriminating buyers will know. Stay true and in-tune to the property's standing.
4. **You're selling space not stuff:** From living room accessories to work shop widgets, showcase the property's architecture, floor plan, great details and storage instead of the stuff you have accumulated. No need to showcase your large collection of whatever - instead, strategically stage and style the spaces to define and highlight its important selling features.
5. **The psychology of the 5 senses:** People buy with psychology and emotion. Utilize how they emotionally connect to the home by using the 5 senses. Encourage the process of viewing your home enjoyable. Make sure your property passes the 5 senses home staging test: Looks great, is light and bright, smells citrus clean and fresh, has a sense of calm without busy sounds, and is tactically pleasing - especially in baths and kitchens.