



## One Day Home Staging & Redesign

### THE TEN BIGGEST HOME SELLER STAGING MISTAKES

When your home is for sale, it goes from being a place that expresses your lifestyle and becomes an asset that must appeal to as many buyers as possible. Buying a home is emotional. Your home is in heavy competition and you must do everything to make sure buyers connect emotionally and see THEMSELVES in your home.

Hint: If buyers are walking in and looking at family photos or complimenting your antique sideboard, they're NOT in "buyer mode" they're in "guest mode". Not what you want!

Here's why many homes stay on the market longer and reduce their prices more than necessary:

1. Clutter, clutter, CLUTTER! Too many pieces of furniture, accessories, collectibles, toys...STUFF!
2. Too much personal presence: Everything that says YOU (photos, certificates, collectibles, etc.) should be minimized. Rooms must invite the BUYER to imagine how they'd live there.
3. Not sparkling clean: Look at your windows. If they're not perfectly clean, you're robbing the room of light and telling the buyer "I don't take care of my home." Same goes for the kitchen, floors and especially bathrooms. Ditto for your yard and foyer: first impressions count.
4. Ignoring small repairs: Every doorknob, drawer, lighting fixture, etc. must WORK perfectly. Look for peeling wallpaper, missing electrical plates, etc. The littlest thing can kill an offer.
5. Confusing mix of furnishings: If your home office is also a dumping ground for toys, sports equipment or your Marie Osmond Doll Collection, then you're confusing the buyer.
6. Wrong colors: You might love bright dramatic Caribbean colors, but most buyers see only "expensive repainting". Your colors need to be neutral.
7. Mismatched, outdated or worn furnishings: The window blind with a missing slat? The carpet with holes? Your old disco ball chandelier? They turn buyers off.
8. Wrong balance: Lots of big, comfy furniture makes a room seem crowded. Remove!
9. Weak MLS photos: You need enough pictures (generally 15 or more). They must be well-lighted and in focus. Wide angle shots are best and must showcase the room itself, not furnishings.
10. Poor curb appeal: Most buyers drive by before they book an appointment. Would YOU give your house a second chance if it flunked curb appeal? Cut the lawn, trim the shrubs, put out flowers, clean up the kid stuff and take down that "Congratulations Class of 2006!" banner.
11. **BONUS** Seasonal updates: You need to keep current. No snowy MLS photos in May .

**SELLING YOUR HOME IS A COMPETITION: Give yourself the edge with professional staging.**

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