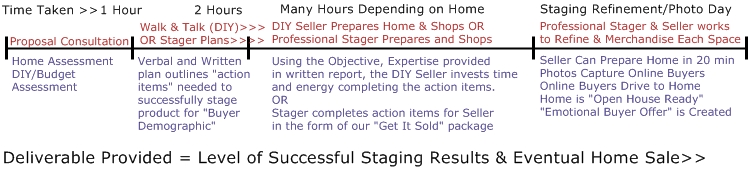
**Staging Report**

**Customized Report for:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

In today’s highly competitive market it becomes more critical than ever to completely stage and merchandise the home (product) to a buyer who expects a staged, model home look! I use an 8-step room-by-room approach, so that no stone is left unturned in the merchandising of your product in order for it to sell fast and for top dollar.

**Here is what my process looks like for optimum staging results:**

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We will be focusing on the things that will increase the marketing value of your home, so that buyers fall in love with your home.

**We only suggest those changes that will give you at least a 100%+ return on your investment!**

## Key Points to Remember:

1. Typically for every 1% value of the home you spend, you will see a 10% value in return (Over 3500 homes surveyed in North America)
2. 95% of buyers are online first, so we will be staging for the online photos and for when the buyers walk through the home!
3. After viewing the homes online, buyers will only visit 12 homes typically
4. Not even 10% of buyers have the ability to see past your “things”
5. Buyers are a captive audience and your home gives us multiple opportunities to create a great impression
6. Staging may seem difficult today but will net you huge cash returns statistically in the CITY market
7. Have fun, enjoy the process and please do not be self-conscious because people DO NOT live in staged homes! That is the beauty of redesign!
8. We use 8-steps in each room to maximize staging potential, so that Buyers F.E.E.L. H.O.M.E.

Initial Walk Thru – “First Impressions”

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | First Impressions | **Discard** | **Displace?** | **Desire…** |
| Curb Appeal   * Photo |  |  |  |  |
| Entry Way   * Photo |  |  |  |  |
| Living Room   * Photo |  |  |  |  |
| Formal Dining   * Photo |  |  |  |  |
| Kitchen/Nook   * Photo |  |  |  |  |
| Family Room   * Photo |  |  |  |  |
| Main Bath   * Photo |  |  |  |  |
| Master Bed   * Photo |  |  |  |  |
| Master Bath   * Photo |  |  |  |  |
| Bedroom 1   * Photo |  |  |  |  |
| Bedroom 2   * Photo |  |  |  |  |
| Bedroom 3   * Photo |  |  |  |  |
| Bedroom 4   * Photo |  |  |  |  |
| Bath 3   * Photo |  |  |  |  |
| Back yard   * Photo |  |  |  |  |
| Porch/Deck   * Photo |  |  |  |  |
| Other: |  |  |  |  |
| Other: |  |  |  |  |

## Staging Objectives and Home “First Impression” Observations:

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

## Curb Appeal / Entry

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| 2009home 104b | This first impression is all-important because it sets the tone for the way the buyer will view the rest of the house. Within fifteen seconds the buyer will develop an attitude toward your house, either positive or negative that they will be looking to reinforce throughout the rest of the home tour.  The curb appeal is the buyers “first view” of the outside of the house, while the entry is the buyers first impression of the inside of the house, so BOTH first impressions are worth investing time and money on.  **>>Creating a warm entry is as simple as a side table, mirror to scale, plant and orchid.** |
| **Clearing the Clutter:**   * Keep grass mowed and edges trimmed regularly (weekly) * Pick up garden equipment, kids toys and empty pots * Hide trash cans out of view * Trees should be trimmed so that the bottom 6 feet is visible * Clear away bushes and trees to let some light in the house * Power wash walkway and drive * Neatly store children’s toys in bins in the garage or side of house | **Consider these easy transformations**   * Add huge pot of color and new doormat * Consider updating lighting or adding walk up lights * Plant, plant, plant! Flowers work miracles the front yard * If you have a larger porch, consider a bench or rockers to highlight this feature * Fresh mulch should be added to beds for a clean, manicured look * Consider hanging flower pots and colorful pots on steps and around the deck/patio |
| **Curb Appeal Notes:**  **Entry Notes:**  **Stairs and Hallways:** | |

## Living and Family Rooms

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| livinghome 299 | People love to view the living room as an area of entertainment, relaxation and sophistication. We will use what you have to market an environment that buyers can aspire to live in. Consider the focal point which should be emphasized by furnishing placement. Sophisticated and neutral artwork is essential in this room!  **FOCAL POINT:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Coffee tables are essential and the centerpiece is many times what gives the “updated” impression to buyers, so consider a runner/anchor and large potted Bromeliad or other to scale accessory grouping.  **>>Large, neutral pillows modernize this otherwise boring couch ensemble. Shoot for at least 20x20** |
| **Living Room Checklist:**   * The living room needs to be a living room. Not an office, exercise room or play room. * Living room furniture should be arranged in a conversation friendly configuration – Sofa on longest wall away from entrance OR facing fireplace flanked by two chairs in U pattern. * Area rugs help to define the space of a seating area and are recommended for non-carpeted floors. (At least 5x8ft) * Remove outdated window coverings and let the natural light in. * Neutralize this space as much as possible so buyers cannot enter in and immediately profile the home seller. No personal photos or mementos. * Purchase a beautiful throw and matching pillows to distract from older couches. * Eliminate as much clutter as possible and group “collections” together: best three varying height pieces.   **Family Room Checklist:**   * TV time is still important in this room and although an eyesore, buyers should still be able to imagine where they will put their TV in terms of seating. * Slip covered couches as updates with colorful pillows give buyers a “sink in” feel * Update the lighting, think triangular and make sure there’s lots of natural light! * Sliding glass doors are popular in family rooms, get rid of vertical blinds and add neutral panels. * Entertainment area should be clear of videos, DVDs etc. * Consider removing entertainment center and opt for simple TV shelf with closed cabinets or flat screen * Set a board game or chess game neatly on the table next to a bowl of M&M’s * No kid’s toys! Have one large bin that the child may take out of the closet for day use. | |

**Living Room Notes:**

**Family Room Notes:**

## Dining Room and Nook

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| dining home 251 | Think “five star restaurant”, set the table beautifully for entertaining, and let the buyer’s imagination do the rest! The focal point should always be a beautiful centerpiece that should be to scale with the size of the table (fairly large) and anchored in the center of the table.  **FOCAL POINT:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Consider removing or adding a leaf to scale the table to the room.  What year are the light fixtures?  **Table Set Up for Dining?**  **Table Set Up for Nook?** |
| **Dining Room Checklist:**   * The goal of the dining space is to create a classic, formal entertaining area where buyers can imagine Thanksgiving dinner & formal entertaining * Remove and displace extraneous furnishings. Dining rooms tend to have way too much furniture. A table and 4-6 chairs are usually enough. We want the room to appear larger. * Remove and be selective about china cabinet collections to streamline the look. * All collectables should be packed and placed into storage. * Create a dramatic centerpiece focal point and anchor it with a throw, fabric or runner. * For the nook, consider a tray for the centerpiece that can easily be removed for dining use * Chandeliers can immediately date a dining room. Replace brass or out of date fixtures with something more current. * Remove wall paper or dated window coverings - we want the dining room to be fresh and elegant. | |

**Dining Room Notes:**

**Nook Notes:**

## Kitchen

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| 2009home 049 | The kitchen is critical to a buyer’s decision to make an offer, so everything on the counters should serve as a “Marketing Statement” and fuel the buyer’s imagination for entertaining and family gathering. It is extremely important that it appears spacious, clean, modern, light and bright. Kitchens sell homes and many agents will tell you make up over **30% of the buyers decision**!  **FOCAL POINT:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **ISLAND? \_\_\_\_\_\_\_\_\_**  **YEAR OF LATEST UPDATES:\_\_\_\_\_\_\_\_\_\_\_\_**  **>>A simple propped-up cookbook or plant make a nice island centerpiece while placemats anchor grouped accessories.** |
| **Kitchen Checklist:**   * The kitchen is usually the easiest space to “clutter”. Home buyers respond to “open and clean” kitchens, which mean the unnecessary appliances should be hidden away. * Remove everything off the front and top of the refrigerator; you won’t believe what a difference this makes in making the kitchen seem larger. * Stow all of your sponges, soaps and dispensers under the sink * Completely clear all of your counters off. The only things on the counter should be those decorative items that evoke a marketing/emotional response, plants, canisters etc. * The cabinets are worn and could use a paint job. Consider painting a crisp white for maximum appeal. * Replacing cabinet hardware is a great way to give the cabinets an updated look. * Consider lighting, dimmers, under-cabinet lighting and absolutely no fluorescents! | |

**Kitchen Notes:**

## Bathrooms

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| 2009home 134 | Bathrooms must be spotless and clean!  The goal for the bathroom is a spa-like environment, so consider what elements serve to create this environment and you’ll find many of them to be living, organic materials. For both staging and redesign, it’s important to tuck away all products in organized drawers, so that the workspace is clean and clear.  **YEAR OF LAST UPDATE:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **IS THE MIRROR FRAMED?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **NO HYGIENE PRODUCTS?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **<<Glass shines, new towels hang, blooming flowers and spa soap settings create a gorgeous atmosphere!** |
| **CHECKLIST:**   * New jewelry in terms of towel racks, toilet hangers and door pulls help to update this main bath * Accent high ceilings with curtain rod to the ceiling using fabric as shower curtain * Spa-like -Think candles, plants, decorative soap and fluffy towels * Replace colored toilets and sinks! * Remove bath mats which harvest germs and smells. Remove all reading material. * Store all personal items. You can place them in a basket under the sink for easy access. * Make sure master bath is white glove clean. Consider framing the existing mirror using Mirrormates, or removing it and adding a wall mirror for a more updated look * Consider pulling out the vanity and adding a pedestal sink for more space and updated look * Update the lighting and consider replacing bulbs for a brighter appearance. Absolutely no fluorescents! | |

**Bathroom 1 Notes:**

**Bathroom 2 Notes:**

**Bathroom 3 Notes:**

## Bedrooms

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| home 308 | All Bedrooms should be a sanctuary away from the chaos of home life. Relaxing colors, plush linens, and fluffy pillows all subtly display this effect. It should feel calm and comfortable. Symmetry and cool colors work well in the master because it invokes calm and order.  **FOCAL POINT:**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  **WALK-IN CLOSET?\_\_\_\_\_\_\_\_\_**  **YEAR OF BED LINENS:\_\_\_\_\_\_\_\_\_\_\_\_**  **SYMMETRICAL SIDE TABLES?\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **<<The Master bedroom should have a soothing feel that invites you to stay and unwind after a long day! Remove any photos of children as this is an “adult area” only!** |
| **CHECKLIST:**   * This should not be a space that has accumulated clutter although many of us still tend to do so. The furniture should be kept to a minimum, bed, symmetrical night stands, and a dresser and chair. * It is highly recommended that you purchase a new and neutral bed set and pillows for your beds! * Replace dated light fixtures or ceiling fans. Chandeliers are very popular in bedrooms right now. * Remove outdated window coverings; opt for simple off white sheers. * A fresh coat of paint will work wonders in the master. Ask me about color ideas. * Remove photographs and personal items. * Matching bedside tables and lamps with only clock and 1 accessory (flowers or photo) and hard cover book. * It is important that the closets are cleaned out and well organized. (See *A Word About Closets*) * For children’s rooms, remove 75% of the toys and put the rest in clear bins in the closet or garage * Consider plastic under-bed bins/or large baskets for children’s toys to be kept out of sight and easy cleanup * **Extra Room Rules** – 3 bedroom=should be all bedrooms, 4 bedroom=3 bedrooms and an office, children’s rooms are expected in a Family Buyer Demographic   **Bedroom 1 Notes:**  **Bedroom 2 Notes:**  **Bedroom 3 Notes:**  **Bedroom 4 Notes:** | |

## The Laundry Room/Mud Room

Since not all homes even have the luxury of a laundry room, make sure to stage this obscure little room so buyers immediately notice this positive aspect of the home! Clear off tops of washer/dryer, remove hangers, store clothing out of sight and clear off countertops.

## Backyard/Porch

Backyard living is extremely popular and buyers expect to see zones in the yard they can connect with.

## Other

## Other

## Your Company Recommended Vendors

The below businesses have proven over the years to be reliable and dedicated professionals, to myself and fellow business partners. If at any time you receive service from one of the below recommended vendors, and are dissatisfied…please let me know right away. I appreciate and value all feedback from my clients, and am only looking to help make your home staging/selling experience as rewarding as possible.

Moving and Storage

Professional Cleaners

Professional Carpet Cleaners

Landscapers/Gardeners

General Contractor/Handy Man

Painters (It is strongly recommended that a Ideal Color Consultation is purchased from YOUR COMPANY in order to get the most out of your painters)

Electrician

Disclaimer - \*\*While Your Company may recommend the above service providers; YOUR COMPANY makes no guarantees as to their performance and is held harmless from these third-parties.

## Showing Instructions - Open House Check List

As your HSR Certified Professional Home Stager, I want to go over a few things to do before you show the house. This will make the most out of your potential buyer traffic and appeal to all of their senses while creating “Emotional Connection Points” for them to respond to throughout your home.

##### Curb Appeal

* Park cars down the street and away from driveway and front of house in order to give buyers clear picture of home
* Remove any front lawn debris, toys, trashcans, pet debris etc.
* Garage doors down and front door wide open
* Lay out “Emotional Connection Points” we have prepared: i.e. bench with pillows or bistro table with settings

##### Interior

* Quickly go through home and pick up any extraneous items i.e. toys, clothes
* Turn ON every light in the home and light candles (only in safe areas when you know your Realtor will be around)
* Open all blinds and window coverings for maximum light (unless there are privacy or view issues)
* Spray and wipe bathroom and kitchen counters
* Quick vacuum high traffic areas (if time)
* Fluff couch pillows, place throw strategically, organize coffee table
* Fire in fireplace if appropriate
* Close TV cabinet doors
* Turn on interior lights in china cabinet or shelves
* Set out dress towels in bathroom
* Toilet seats down
* Fluff beds and pillows in all bedrooms
* Keep music on low (use TV cable in order to keep uniform in every room)
* Always have fresh flowers on hand during home selling months and place them through out home (particularly in bathrooms and bedrooms)
* Bake chocolate chip cookies in oven and give to guests along with a pitcher of lemonade on tray or coffee brewing on a tray
* Ideally have windows open but make sure the home is comfortable temperature
* All ceiling fans should be on low
* All doors in house should be open as far as they can go EXCEPT closet doors (unless walk in)
* Set out “Emotional Connection Points” in each room; ie set out kitchen place settings, bed tray, patio trays etc.
* Remove any pet dishes, litter boxes completely
* Empty all garbage cans (especially in kitchen)

## A Word about Closets…

Many stagers will ask you to clean out ALL of your closets and cabinets on the off chance a buyer will look through it. We think this is a good idea but a bit over the top. We describe how you can clean out your closets in the “Going the Extra Mile” section but have no expectation that you need to get this done. Remember, our focus is on the priority transformations, not to drive you crazy with a lot more work. Ideally, since you will be packing things away anyway take a closet at a time and weed out anything you haven’t used in four months.

With that said, the Master Bedroom closets are the exception to this rule. This is an area that homebuyers pry into, so it’s a good idea to appear spacious, neat and organized. The more anal you appear to be, the more your homebuyer will view the house as “taken care of”. Below is a step by step checklist of how we suggest you attack your master bedroom closets:

* Pack away anything you have not used or worn in four months. For most of us, it’s about 80% of our wardrobe. Think ahead in terms of weather and special events but overall this should not be hard to do.
* Group by item starting with shirts, blouses, jackets, skirts and lastly pants (If you have a walk-in closet, pants should be in the back.) Separate the His and Hers sections.
* Within each item category, arrange by color
* Make sure each item is facing the same direction (away from the door)
* Organize shoes preferably in a rack on the floor
* Clear off and pack away anything on the top of the closet shelf
* Organize any “loose” items such as belts and scarves in matching boxes or baskets on the top of the closet
* Consider buying inexpensive hat boxes/nesting boxes for accessories to add a little drama
* Consider buying wood hangers OR matching hangers
* Consider buying a closet organizer (Target has these now) which can be very appealing to homebuyers
* Finally, since closets usually don’t have any natural light, make sure your artificial light is extra bright by replacing the bulbs and cleaning the fixtures

\*\*Remember, it is a lot easier to “let go” of unused items today, then to unpack them tomorrow! Consider this staging process the ultimate in “spring cleaning!”

## Three-Steps to “Less is More” and “Loving What You Have!”

It’s very difficult for people to see the great stuff that you own when there is too much of it! Whether staging your home to sell, or redesigning rooms for yourself, the maxim *less is more* almost always applies!

Getting rid of extra stuff is not as hard as it seems. In fact, there are plenty of places that would love to have it and will give you money for it! The Internet makes this very easy for you, as well as local consignment shops of all varieties.

**Here is my three-step process for finding good homes for your excess belongings while being very *Green* in the process:**

1. First, grab three large plastic bins and two trash bags.
2. Label bin one as Goodwill, bin two as Resell using Craigslist, Ebay or Consignment (whichever is easiest for you to use). Label bin 3 as Storage. Label trash bag one as recycled trash (magazines, dog eared books, glass, etc.) and trash bag two as trash. I think by now you are getting the picture.
3. Now go through the room and ask yourself these three critical questions: **1. Do I love this item? 2. Do I use this item? 3. Does this item fit the style or vision I am trying to create?** If the item does not meet at least TWO of those qualifications, place it in its most appropriate bin. For those items that you “only love” or” only use once yearly,” consider placing them in storage as they don’t fit regular use and probably won’t be needed to stage your home.

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|  | ***Tip:*** If you’re finding quite a few items in your storage bin, that’s okay since it’s hard to let go, and it’s okay to simply store those items to unpack later. |

Craigslist.com, ebay.com and your various local consignment stores would be happy to sell your more valuable but needless items for you. A garage sale takes time and energy while these online options are fairly painless and most efficient!

Consider simply giving those items to those who need it. Craigslist even has a fun, free section where you can place stuff you don’t want for free and believe me, someone will pick it up at your house shortly. Amvets has an easy pickup service for most states where you can leave your stuff out front and they will pick it up. Simply go to: <http://www.amvetsnsf.org/stores.html> for your local pickup phone number. The Goodwill is another favorite because it uses all your stuff to create jobs for people in your area.

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|  | ***Tip:*** For old electronic equipment, computers, refrigerators or large appliances, make sure to dispose of them properly by calling your city to see where each piece is best recycled and handled. |