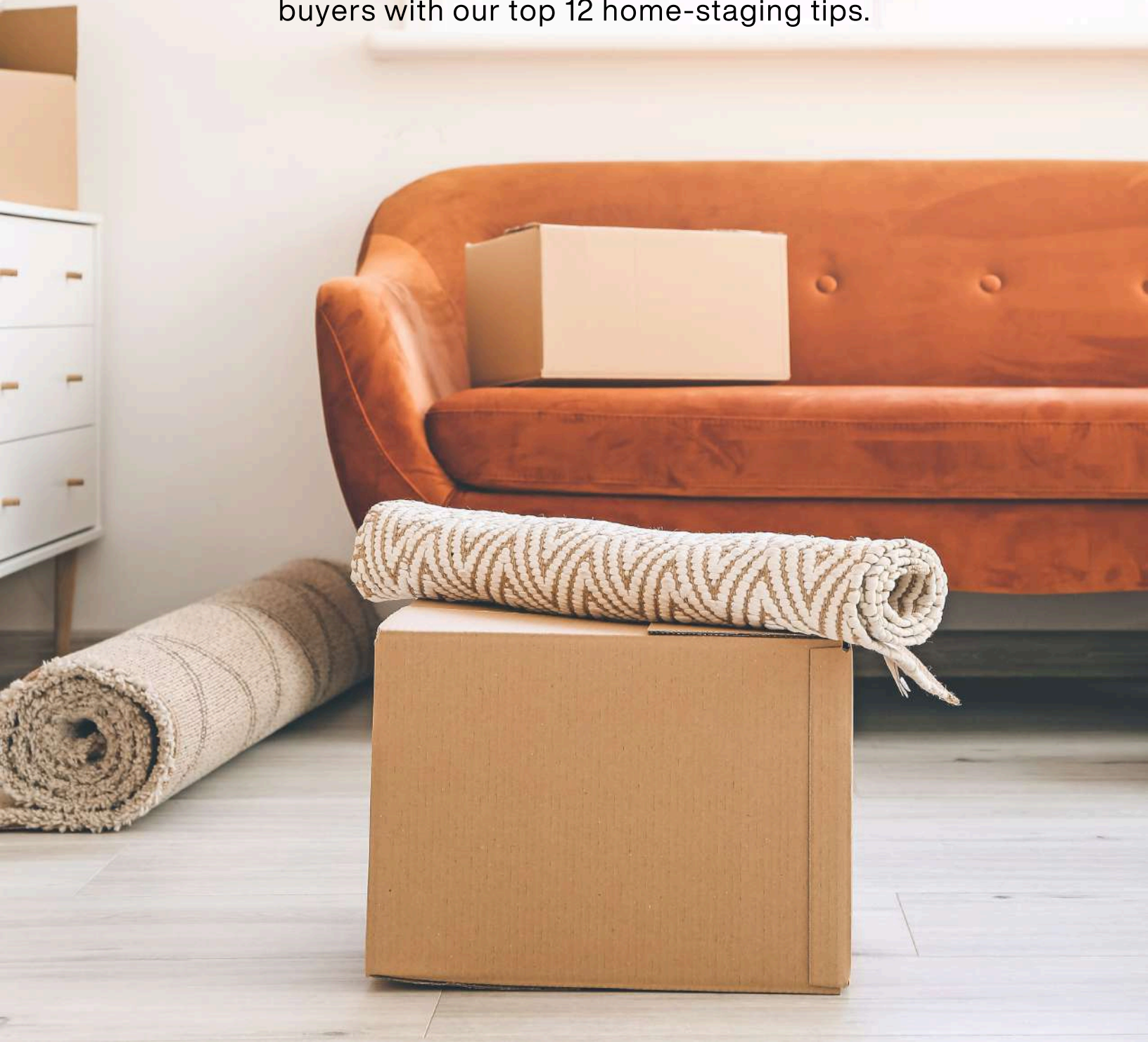


STAGE YOUR HOUSE TO SELL

Highlight your home's strengths, downplay its weaknesses and appeal to the greatest possible pool of prospective buyers with our top 12 home-staging tips.



Getting started

TAKE INVENTORY

Take note of the preexisting features in your home you can highlight for house decorating ideas. Architectural details such as crown molding, wooden beams, hardwood floors, built-in bookshelves, and mosaic-tile backsplashes are all worth focusing on. These details don't just look expensive; they are expensive. Make them as prominent as possible—keep them clean, clutter-free, and the focal point of the room. For example, don't splurge on an expensive painting just to have it compete with a show stopping fireplace.

THREE'S COMPANY

Mixing the right accessories can make a room more inviting. When it comes to eye-pleasing accessorizing, odd numbers are preferable, especially three. Rather than lining up a trio of accessories in a row, imagine a triangle and place one object at each point. Scale is important, too, so in your group of three be sure to vary height and width, with the largest item at the back and the smallest in front. For maximum effect, group accessories by color, shape, texture or some other unifying element, stagers suggest.

MAKE IT BIGGER

To make a room appear to be bigger than it is, paint it the same color as the adjacent room. If you have a small kitchen and dining room, a seamless look will make both rooms feel like one big space.

painting

Painting a living room a fresh neutral color helps tone down any dated finishes in the space. Even if you were weaned on off-white walls, take a chance and test a quart of paint in a warm, neutral hue. These days, the definition of neutral extends way beyond beige, from warm tans and honeys to soft blue-greens. As for bold wall colors, they have a way of reducing offers, so go with neutrals in large spaces.

A big part of the reason people agonize so much about paint colors is that paint has impact. Just the right paint color can definitely pull together a room. It can create a fresher look or it can create drama.

A new paint color will certainly create a refreshing change, but remember it can't do all the heavy lifting.



create an intentional colour palette

The most impactful way to create an intentionally designed look is to create a decorating colour palette and stick with it.

Choose a fabulous piece of artwork, area rug or a fabric with multiple colours to establish the perfect colour palette. Simply pick up two or three colours from the pattern and repeat. Then repeat them again in adjacent rooms for flow.



ARRANGE TO SELL

DECLUTTER

Overall - Declutter the entire home and replace old light bulbs with new.

ENTRY

Entry - Organize by creating a “drop zone” that has storage for loose items.

FURNITURE PLACEMENT

Living - Arrange furniture in a symmetrical pattern and add lots of color.

CLEAR OFF COUNTERTOPS

Kitchen - Clear countertops by stowing everything away in cabinets and drawers.

DINING AREA

Dining - Add a pop of color to the dining room table.

BEDROOM

Bed - Utilize throw blankets and pillows to create a comforting space.

BATHROOM

Bath - Create a spa vibe by updating shower curtains, bath mats, and soap dispensers.

OFFICE

Office - Keep the design very simple by keeping the desk clear besides a few decorations.

LAUNDRY ROOM

Laundry - Use shelving to put away essentials to make it appear as organized as possible.



rethink your furniture groupings

There's a common belief that rooms will feel larger and be easier to use if all the furniture is pushed against the walls, but that isn't the case. Instead, furnish your space by floating furniture away from walls. Reposition sofas and chairs into cozy conversational groups, and place pieces so that the traffic flow in a room is obvious. Not only will this make the space more user-friendly, but it will open up the room and make it seem larger.



edit...edit...edit...

It's next to impossible to create an intentional look if you are holding on to too much filler and things that don't work. Everything in the room should have a place and a role. And ideally, they should work with the color palette. I know you've heard it before, but it really is important to get rid of clutter and dust collecting knick knacks that aren't serving you or the look and feel of the room.

Rather than trying to work everything around the dumpy chair you don't like, see if you can just let it go. Maybe you can find an inexpensive but fresher one, or even a thrifted one in a better shape and color. It can be tricky to get objective about your stuff. A great way to see a room with fresh eyes is to remove EVERYTHING that is non-essential and only bring back and add in things that serve the look and feel and color palette you want to create. You are likely to find that your room feels more comfortable and refreshed with A LOT LESS in it.



add a little bling

One special high-end piece can elevate any room. Often, it's a light fixture or a striking piece of art.

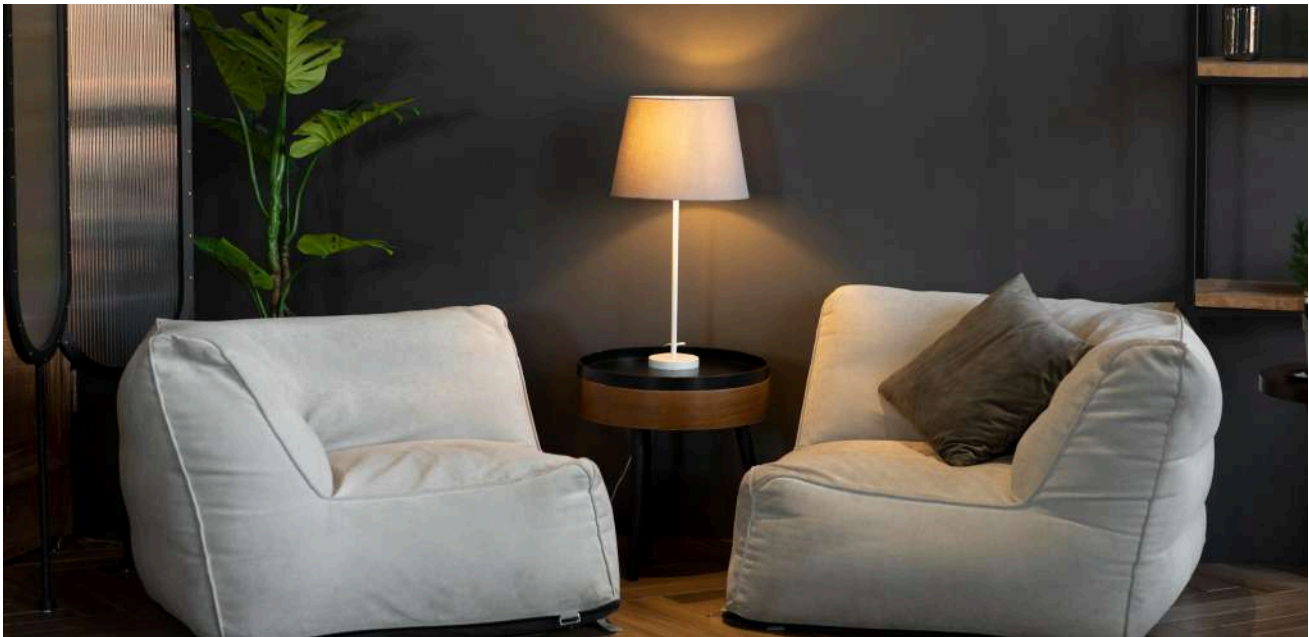
This simple white dining room below comes to life with a glamorous and current brass chandelier. Or it could be the perfect antique mirror for over the mantel, or that stylish Saarinen dining table you've been coveting.

In each room, choose one key element that brings in some bling to create an elevated look.

create atmosphere with lighting

I can't emphasize this enough. Rarely without a designer's intervention do people have enough mood lighting in their rooms. If you don't have the budget for anything else, get lamps.

In order to add more lamps to a room, consider where you might add a table or surface to put them on. Maybe you need a slim sofa table, a credenza on a blank wall, or larger end tables to accommodate more lamps. Wall sconces and floor lamps are good too. Just don't expect your room to have a cozy high end feel if you are relying on pot lights.



WHAT ABOUT BULBS?

Make sure your lightbulbs are consistent in color temperature room to room. Make sure the bulbs are not too bright to dim for the fixture and space. Make sure all accent and overhead lights are on for all showings of your home.



add some sparkle

Every room needs a little sparkle. Reflective surfaces add and amplify light, they bring a sense of glamour, and most often, they are less visually heavy than more solid materials.

A glass coffee table is always a good idea.

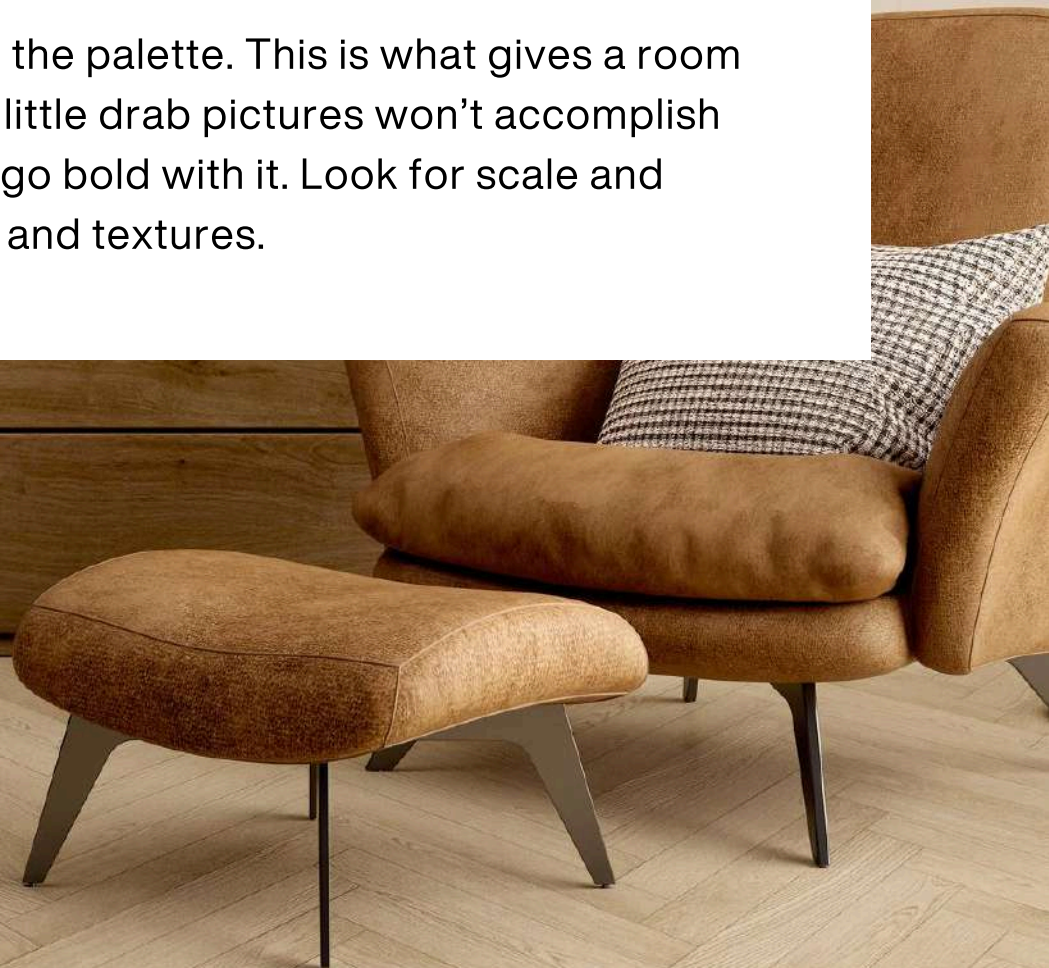
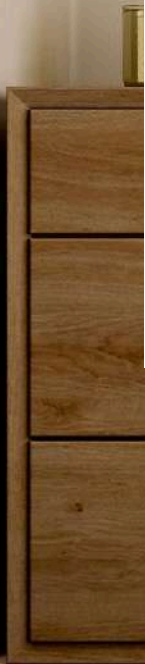
You can place a mirror anywhere, try a large one leaning against a wall to reflect some light and expand the view. Mirrors and lighting go hand-in-hand, as a few strategically placed mirrors, paired with the perfect lighting, can create the illusion that your space is far larger than it actually is. Simply hang your mirror across a lighting source, like a window or lamp light, to create this illusion.



pops of art work

Every room needs a focal point. A large scale piece of art or a well-designed gallery wall will instantly inject personality into any room.

Art can also set the palette. This is what gives a room identity. Mousy little drab pictures won't accomplish this. It's best to go bold with it. Look for scale and dynamic colors and textures.



upgrading and steaming your window coverings

Drapes and window coverings can be expensive. But you can make simple off the shelf drapes look more expensive by simply hanging them correctly and adding extra panels to make them look fuller and more luxurious.

Single curtain panels will ALWAYS look cheap and chintzy. ESPECIALLY if the curtain rod is not wide enough and hung too low.

Place your curtain rod high, close to the ceiling to maximize height, and wide enough that the drapes can be gathered mostly to the outside of the window frame. This will make the window look larger. Get at least 2 or 3 panels for each side of a large window so they look nice and full. Curtain rings and a pretty rod are details that will make even big box store curtains look luxurious.

HIGH-END TIP

Make sure your window coverings look clean and crisp. You can machine wash most curtains and lightly dry them, if they have wrinkles, make sure you either iron or steam them!



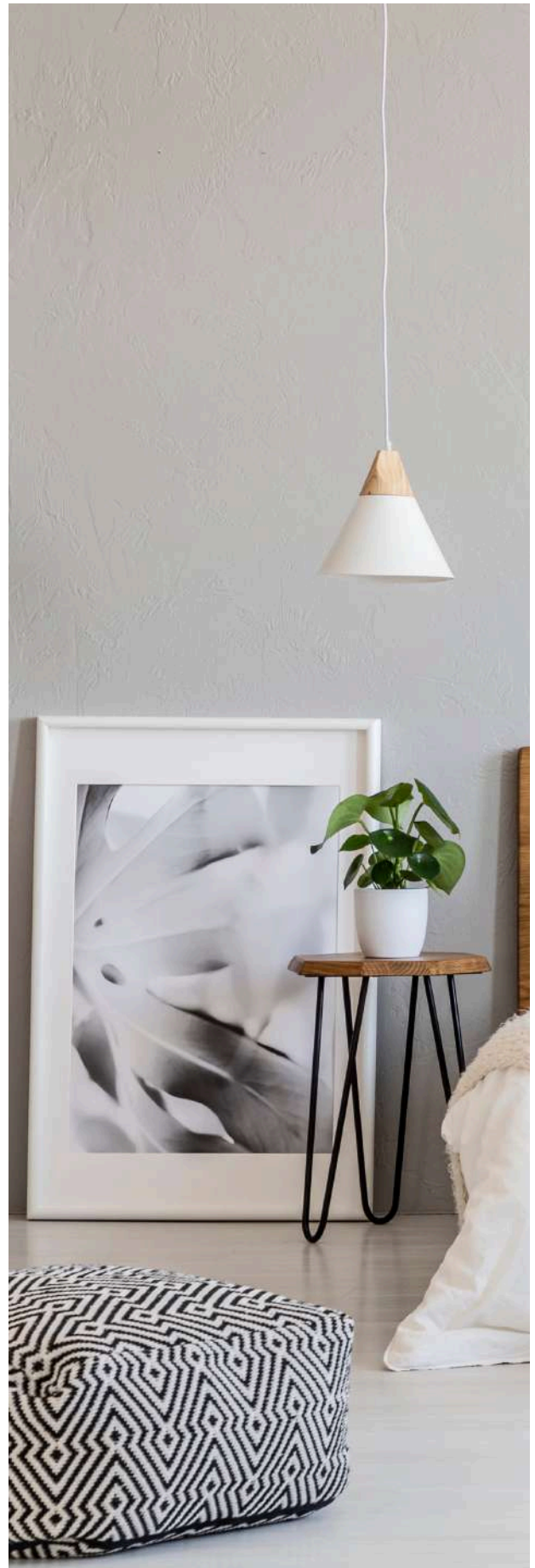
style and accessorize

You will enjoy the changes you accomplish from any of the tips above, but don't stop there! A room will never feel finished without some styling. No matter how well decorated your house is, it needs styling. In a well staged home every surface is styled and the room is full of personality. This is what styling does. It adds interest and personality.

However, you don't have to completely clean out your space in order to achieve an expensive aesthetic in your home. By incorporating a few key pieces in a room, you can add to the overall comfort and flow of your home's design.

You don't need to compromise your budget in order to fill your home with nice décor. Try shopping affordable home décor shops online or in store to achieve the look you're going for.

Obviously I'm not saying that your room has to be photoshoot ready everyday, but have some fun expressing your personality with vignettes on surfaces like coffee tables, sideboards, shelving and your mantel.





STAGE YOUR HOUSE TO SELL

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★★★★★

From start to finish, everything about working with this team was EASY. They staged our home in such a beautiful way that I almost wanted to move back in. (Almost.) The buying and selling process went so smoothly, that I can't believe I waited so long to actually do it.

Leah & Bobby Scott

★★★★★

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Meagan Moore

★★★★★

Awesome to work with and a quick sale for well over listed price. The staging and professionalism was second to none. Our home sold in one day! Will recommend to everyone and will use again when the need arrives.

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816.308.6806

sally@sallysellsmoore.com

