

Leon & Tina Robbins



# FEEL at HOME

## DON'Ts

### Don't take it personally.

As soon as you decide to make the commitment to sell your home, you need to think of it as a product, one that you want to sell fast and for top dollar. Don't take buyers' remarks personally. Instead, think of it as free advice on how to make your product live up to its highest potential.

Make your home the most appealing product on the block. Declutter, clean, tackle small repairs, repaint, replace old carpet / flooring, change outdated fixtures, and, in general, make it feel fresh and welcoming. Focus on the essentials, not major renovations.

## DOs

### Grab them from the curb.

Power wash driveway, siding, walkways and patio for big impact on photos and drive up first impressions. Plant blooming flowers, mow lawn and reseed or add fresh sod as needed, wash front windows, repaint or stain porch floor. Welcome visitors with an inviting porch and a fresh coat of paint on your front door.

### Clean, clean, clean. Like you've never cleaned before.

From shining floors and gleaming windows to cleared countertops, every surface should sparkle - this step is key!

Remove odors. Invite a friend over with neutral nose for a smell test.

Take a good look at your floors. At the bare minimum, give all floors a thorough cleaning, scrub grout and steam clean carpets.

Make your bathroom pristine and clear sink counters like a 5 star hotel.

### Neutralize.

Appeal to everyone with tailored rooms and sophisticated use of color, free of clutter of any kind. Buyers need to imagine themselves living in your home. Make it easy for them. Remove all personal items including family pictures, loud paint colors or in-your-face accessories.

Open those closets! Aim to have 30 percent open space to give the impression of spaciousness. All clutter must go.

### Remove clunky furniture and create a simple focal point.

Open up space by paring down your furniture and too many throw rugs. Consider taking out a few pieces or removing room size rugs to increase flow. Use only perfect accents. Think vases of cut flowers, a basket of fresh farmer's market produce on the kitchen counter or a bowl of lemons beside the sink. We've sold thousands of homes..we can help!

# BEFORE & AFTER

*Staged for Upsell*

## WHY STAGE?

- 1 ONLINE APPEAL
- 2 CONTROL BUYER'S EYE
- 3 IT FEELS MORE EXPENSIVE
- 4 BETTER OFFERS
- 5 FASTER SALES

### BEFORE

Expired listing with a previous agent



## LESS IS MORE. END OF STORY.

The home should present in a way that invites people to make their own statement. Don't ask buyers to forgive the mess and still pay top dollar. No matter what price point a house has, it can be shown to its full potential! Whatever a buyer's standard is for walking in with their toothbrush—that's what they want.

### AFTER ( with no renovations )

Sold! Our expert staging tips & photography

