



The George Huertas Group *Professional* Staging Advice

It's a pleasure serving you and initiating our partnership in getting your home sold! As part of our relationship, we provide this *Professionally Advised* list of home preparation tasks for prepping your house for sale. We consulted professional stager resources to come up with the most inexpensive, yet powerful tactics to prepare your home for sale. We narrowed things down to what really matters...What Buyers want! The goal of these changes is for the following reasons:

1. Create a mood for the buyer in your environment that the buyer can envision as theirs
2. Implement a bit of neutrality so as to appeal to the highest number of potential buyers
3. Get your home sold fast
4. Get top dollar
5. Make this transaction as smooth as possible

First, let's start with the Critical Big 3:

- 1. Clean**
- 2. De-clutter**
- 3. Touch up**

These three critical factors will be taken into more detail as we move through your home, room by room. Let's begin...

Curb Appeal Re-do (First Impressions):

_____ Remove any dead or dying plants (Clean)

_____ Remove any outside furniture that may be old or signature. If furniture is left on the exterior, please remove from any and all walk ways, doorways, or entrances (De-clutter)

_____ Remove any decorative lawn animals, statuettes, or signage (De-clutter)

_____ Cut grass, weed and edge all grassy areas. If grass is brown, apply fertilizer, and water on consistent basis, trim any branches and bushes (Touch up)

_____ Front door must be clean and any cobwebs removed. If possible, touch up any paint that may be necessary, and install new hardware (Touch up)

_____ Clean and touch up any porch, decks, or patios (De-clutter)

_____ Apply the same approach and tactics for backyard and any side yards

Entrance/Foyer Interior (First Impressions continued):

_____ Sweep & mop (Clean)

_____ Remove any shoes, bags, coats etc. from open view in foyer. Suggestion would be to place these items in the coat closet (De-Clutter)

_____ Remove any furniture that may be blocking walkways and hallways (De-Clutter)

_____ Repaint any walls and floor boards that are in need (Touch Up)

Living, Family, and Dining Rooms

_____ Clean, sweep, vacuum floors; dust ceiling fans, lamps any wood or hard furniture (Clean)

_____ Remove any figurines, statuettes, excessive family photos (De-Clutter)

_____ If a computer is present, pack away any paperwork, wires and excess equipment (De-Clutter)

_____ Remove any furniture in excess of 25% of what you would normally use. For example: leave a couch, coffee table and perhaps a lamp and television, nothing else. Any side tables, lounge chairs, decorative items etc. are to be removed. (De-Clutter)

_____ Arrange furniture to place a focal point in applicable rooms- If a fireplace is in the living room, furniture should not be blocking and should be arranged to view the focal point (De-Clutter)

_____ Patch any holes in the walls, touch up paint baseboard and window sills and cover patched holes (Touch up) Paint room if necessary to neutralize color pallet (Touch up)

Kitchen & Bathrooms

_____ Clean, sweep, floors; dust ceiling fans, lamps any wood or hard furniture, counter tops and cabinetry (Clean)

_____ Remove all items from the countertop leaving only one or two items of use (Coffee maker, knife holder etc.)(De-Clutter)

_____ Remove any personal items on fridge...any pictures, calendars, paperwork, magnets (De-Clutter)

_____ Be sure any food, debris, & trash have been removed from view (De-Clutter)

_____ Make sure dirty dishes are clean and put away (De-Clutter)

_____ If cabinetry is in need of touch up and new hardware, replace- fix any broken or chipped tiles etc.(Touch up)

All Hallways and Walkways

_____ Keep free of furniture, clothing, debris

Bedrooms/Den

_____ Clean, sweep, floors; dust ceiling fans, lamps any wood or hard furniture, counter tops and cabinetry (Clean)

_____ Remove any decorative statuettes, or signage (De-clutter)

_____ Remove any excessive personal items from walls

_____ Remove any furniture in excess of 25% of what you would normally use (De-clutter)

_____ Patch any holes in the walls, touch up paint baseboard and window sills and cover patched holes (Touch up) Paint room if necessary to neutralize color pallet (Touch up)

_____ Keep bed made (De-clutter)

Garages

_____ Are not a selling point. Use this area of your home to store personal effects, furniture, and items not in use for staging or utilize for moving box storage.

Things to remember:

_____ If there are pets, hide any pet toys, play structure, litter boxes etc

_____ Eliminate any pet odors

_____ Plan storage of pet during viewings

_____ Remove any offensive pictures, art, or magazines

If you need any contractors within our network, please do not hesitate to call 503-214-4127.

George