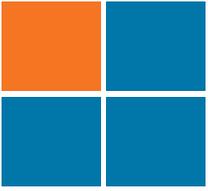


# Staging Action Plan<sup>SM</sup>





Preparing your house for sale is an investment – both in time and in money. Everything from minor repairs to final staging must be considered. Putting in the care your property deserves will pay off in a quicker sale at a higher price. Implementing the strategies below before we post your property on the Multiple Listing Service (MLS) will give us a head start in reaching the goals you have set for the successful sale of your property.

If you have floor plans with dimensions, we can make scaled copies and have them available so buyers can see exactly what they're getting and how their furniture will fit in the space.

## 1. Start at the curb

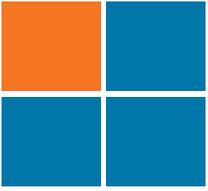
Make your potential buyers fall in love with your home from the street. It's your first chance to make a good impression, so you've got to make it count. Your house has competition, so remember to compare it not only to the adjacent houses, but to the best houses in the neighborhood. When a buyer is making the rounds, you want your house to stand out.

- Add potted plants and flowers
- Power-wash patios and walkways
- Weed the garden
- Mow the lawn

### Front Entrance

While waiting at your front door, potential buyers will have a few minutes to look around and imagine the impression the front entrance will have on their visitors if they decide to buy your house. Give special care to your entryway to pull the prospective buyer inside, eager to explore further.

- All woodwork should be retouched
- The front door repainted
- Replace worn or broken doorbells
- Give the entrance a little character – add a basket of flowers or a wind-chime
- Put out a clean doormat
- Light the space well - day or night, the entrance needs to be inviting



## 2. Finish unfinished projects

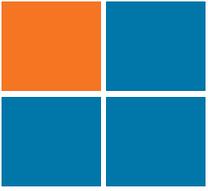
Do a thorough inspection of your house from top to bottom making a list of everything that needs to be addressed. Then make the necessary repairs. It's important to keep potential buyers focused on the positive features of the home and not begin making a list in their heads of what they will need to fix if they move in. It is worth spending a little extra money to make sure everything is functional and looks new.

- Replace cracked floor and/or counter tiles
- Patch holes in walls
- Replace burnt-out bulbs
- Fix doors that don't close cleanly and quietly (including drawers/cabinets)
- Fix or replace leaky faucets
- Replace damaged windows
- Patch visible cracks in concrete or brickwork
- Replace carpeting or have carpeting professionally cleaned
- Clean the walls thoroughly
- Replace old or flaking wallpaper

## 3. Make it look new

Don't just stop at fixing things that are broken – try to improve what's already there. Remember, people you want to impress are coming for a visit, and these people will look in your cupboards, under your sinks and in your closets. Pay particular attention to odors. A new home looks and smells clean and fresh.

- Wash windows inside and out
- Dust carefully, clean out cobwebs
- Re-caulk showers, tubs and sinks
- Polish faucets and mirrors
- Clear out the refrigerator
- Wax the floors
- Wash the baseboards
- Replace worn-out rugs
- Hang up fresh towels
- Air the place out



## 4. Work room by room

Pay attention to each room looking at it from the viewpoint of someone imagining themselves living in and using those spaces.

### Kitchen

- Remove all small appliances and counter top clutter
- Make sure all large appliances are clean and new looking
- Assess the cabinets and fixtures, are they dated?, in good repair?
- Add fresh fruit and flowers to counter tops

### Dining Room

- Set the table for company
- Light appropriately

### Bathroom

- Update outdated bathrooms
- Add fresh towels and rugs
- Add spa touches, candles, special soaps, a vase of flowers

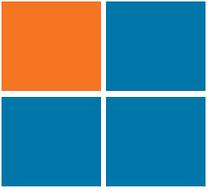
### Living Rooms

- Invest in new window treatments if necessary. Rooms look bigger if the walls are the same color as the window treatments
- Arrange furniture purposefully, by floating them away from walls
- Reposition sofas and chairs into cozy conversational groups
- Make traffic flow in and out of the room obvious and don't overcrowd
- Arrange artwork purposefully and mirrors strategically

### Bedrooms

- Create a serene setting
- Remove personal items and clutter
- Use new linens and a soft-toned bed spread
- Install a reading lamp and pleasant artwork
- Refresh the bedroom walls with paint in a gender neutral soothing shade
- Enhance storage where possible
- Clean out and open all closets. Closet space can be an important selling point for some buyers, so show yours off to their full advantage.





### Storage

- An additional note on storage - storage sells houses. Potential buyers will open your cabinets and closets to check out storage. Make sure they are cleaned and organized and not overfull.

### Extra Rooms

- Extra rooms can make your house stand out from other properties
- Don't leave them empty
- Give it a special purpose - a music room, library, card room, playroom, etc.

### Awkward Spaces

- Make awkward spaces functional. Any room that is being used to gather junk, re-purpose to add value to your home. The simple addition of a comfortable armchair, a small table and a lamp in a stairwell nook will transform it into a cozy reading spot. Make a crafting spot, potting station outside or meditation room in the basement or attic. The new space will add value to the home.

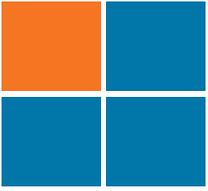
## 5. The details matter

### Doors

- If they are chipped or dirty, give them a fresh coat of white paint.

### Lighting

- A must-have home invariably has great lighting.
- In general, it's a good idea to open as many window coverings as possible and let in sunlight. The brighter the better; buyers love airy, sunlit rooms.
- Finally, try to use a variety of lighting in each room: ambient (general or overhead), task (pendant, reading) and accent (table, wall, closet).
- A good estimate of wattage to shoot for is a total of 100 watts for each 50 square feet.



### Paint

- Neutral colors for large spaces. Bold colors reduce offers.
- In dining rooms, bedrooms and powder rooms deep toned walls can make the space more intimate, dramatic and cozy. Just an accent wall will do, too. It can accent a fireplace or lovely set of windows.
- Built-in bookcases benefit from a little paint in a soft color added to the insides to make them pop.

### Flooring

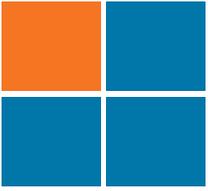
- Floors are important, and while they may very well be replaced by the incoming homeowner, you want your home's floors to be attractive as possible.
- All floors in the house should be carefully cleaned – and any damaged areas should be replaced.
- If a floor looks too plain or drab, add a splash of color with a pretty area rug.
- Hardwood floors or quality tile are highly valued.

### Displaying Art

- Displaying art is an art. Group it to enhance the room and the rest of the decor
- Try rearranging your artwork for a fresh look
- Consider purchasing artful items that help bring your interior look together

### Pets

- Remove all evidence of pets
- Many individuals have allergies to pet dander



## 6. Survey the entire property

### Landscaping

For your front lawn, apply a product to get rid of weeds. Also, be sure to trim the hedges, prune the trees and clear any debris such as old leaves and branches. Add a touch of color by planting flowers or positioning potted blooms somewhere near the front entrance. And remember to water regularly and do what's needed to keep the landscaping fresh. In a desert environment, consider a xeroscape garden. Just make sure no plastic is exposed, rocks and sand are tidy and that the landscaping complements the house.

### Driveways, cars and garages

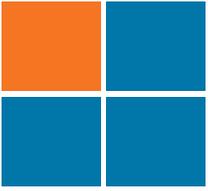
If your garage isn't especially nice, keep the garage door closed. If you have an impressive six-car garage, however, by all means show it off. Clean up grease or oil spots, remove old boxes and clutter, and if you can, keep a car in there to show off the space. Also, double check that the garage door opens cleanly and that your garage door opener is in good working order.

### The Back Yard

A tasteful spread of outdoor furniture creates additional value for potential buyers. If you have an old deck, have it re-stained. A well-placed hammock or a nice grilling corner can grab a buyer's eye as well. If you have a lot of outdoor space, find a way to show it off. Small yards can be made cozy and adorable with just a few well-placed unique items.

### Swimming Pool

Even if your pool is usually light on chemicals, now's the time to add and adjust chemicals until the pool sparkles. Make sure to clean the filtration equipment, getting rid of any cobwebs and algae. Store your chemicals, tools and pool accessories neatly and be sure to keep the pool area tidy and secure. Consider a few well-placed pool chairs to make the space more inviting – provided of course that there's ample room.



## 7. Set the stage

Staging is the final step in preparing your house for the market and the most disruptive to normal family activities. The home you are used to “living” in must be transformed into a model home - a home that looks brand new with no signs of “real” family life.

The first step is to try to disassociate yourself from the house. See it through an outsider’s eyes by standing on the curb, approaching slowly and then doing a full walk-through of the house and surrounding property.

### Depersonalize

- 
- 
- 

### St

- 
- 
- 

### Re

- 
- 
- 

### Strategically place artwork

- 
- 
- 





## **Three Northern Nevada Locations to Serve You:**

### **Reno**

**Sierra Nevada Properties  
6990 South McCarran Blvd, Suite 300  
Reno, NV 89509  
Office: (775) 689-8228**

### **Incline Village/Lake Tahoe**

**Sierra Nevada Properties  
110 Country Club Drive, Suite 100  
Incline Village, NV 89451  
Office: (775) 831-7767**

### **Fernley**

**Sierra Nevada Properties  
150 Main Street, Suite 120  
Fernley, NV 89408  
Office: (775) 689-8228**