



TOP TEN TIPS FOR OLDER ADULTS TO STAGE THEIR HOME

The concept of staging is simple: to create a quick and positive impression on potential buyers so that they walk in and envision the property as if it were their home. Staging is especially important in today's wired world, where 80% of home buyers use the Internet to search The MLS listings for a new home first – and if they like what they see online, they'll come and view the home in person.

What's not so simple is the process for getting ready to stage your home prop-

erly. You've likely been in your home for some time, and it holds many memories for you. That's why choosing a staging company that will help you understand - and be comfortable with - the process is very important. A stager will often make recommendations to remove possessions and bring in new furnishings and decorate the space to help potential buyers picture how their life would be in your old home. They are doing so to enhance the home's sales potential, so don't feel they are making a judgment on how

your home looks. At this stage, your home is no longer the home you love but a house that is being prepared for sale. Typically people spend between 1-3% of the asking price on home staging; however, some services specialize in a 'Redesign' solution, which makes the most of your existing furnishings and possessions to create the perfect impression and save on packing time after the sale, rather than bringing in all new furnishings and packing yours away.

Whether you work with a stager or prepare your home for sale yourself, here are our top 10 Tips to help make the process go smoothly:

1. **Clear the Clutter** – This is key! Pack up what you want to keep into boxes and store neatly in the garage or offsite storage. Don't pack up things that are not coming with you to the new home.
2. **Eliminate personal items** – You will want your home to be less personal, so for example, pack away personal photographs and knickknacks.
3. **Tidy closets and cupboard** – You want to show available storage space so be sure it is all neat and tidy. If necessary pack items up and store if you are keeping items.
4. **Lighten up the home** – The home should be as bright and light as possible. Open up the drapes or take them down if they look too heavy. Increase the wattage in light bulbs, maybe bring in some extra lighting. Turn all lamps on before a showing.
5. **Freshen up** – There's nothing like a coat of fresh paint in a neutral col-

our throughout the home to instantly make it look fresher and brighter.

6. **Trim furniture** – too much furniture makes a room look crowded. This is not your home anymore, you don't need a seat for every family member! Send it to off site storage if you want to keep it or get rid of it now! Your goal is to create a more spacious feel to every area of your home.
7. **Make your home sparkle** – Your home must sparkle from top to bottom. Have your windows cleaned in and out, carpets freshened, bath tubs re-grouted, decks and front porches swept and dusted and appliances cleaned inside and out.
8. **Repair the small things** – For example, fix the leaking tap, check fences and stairs, and the latch on the back door.
9. **Eliminate Odors** – Put some potpourri in the bathrooms, use an air freshener especially if you have a pet or if there is a smoker in the house.
10. **Make first impressions count** – Be sure the front of the house is as appealing as possible. Add seasonal planters, maybe a fresh coat of paint to the door and trim the lawn. ■



Vicky Riley Keyes,
President
Red Coats Moving
Solutions.
416-920-1317
www.redcoatsmoving.com