



Real Estate
Staging Expert
HIGHER STANDARD

Earn 6 -13% Higher Price and a 40% Faster Sale



STAGING
Your Home



The Premiere Real Estate
Sales, Marketing & Staging Organization



Builders, Realtors® and Individual Home Buyers have all contributed to the compilation of AnnieMac Worx's exclusive formula. The technology has been applied and proven very effective in Home Sales and Marketing since data acquisition and recording began in the early 1950's.

Price Increases of as much as 13% can be linked directly to key staging and preparation decisions. In addition, the duration of listing time on the market can be cut by as much as 40% by simply following this simple, easy to use formula.

If you want to sell your home faster and for the highest possible price, you should trust the AnnieMac Worx certified professional to use the proven formula and get your home sold.

If you have made a decision to move, act like it. Box up all personal items which do not add specifically to the aesthetics & value proposition of your home. Cut clutter and decor to bare minimums and free up as much space as possible.



4 Important Decisions

For A Successful Sale

Leave The Marketing To Us!

We Will Handle . . .

- Direct Mail to Local Renters
- Internet Data Syndication
- Google - Yahoo - Bing
- Property Specific Website & Domain
- Patented Smart Lead Capture Technology
- IDX exchange with Top 2000 Real Estate Sites
- Zillow Enhancements
- Realtor.com Enhancements
- Multiple Listing Service to 130,000 Realtors
- YouTube Virtual Tour Exposure
- 3D Virtual Reality Experience
- Targeting and Retargeting on Facebook



Allow us to stage your home to achieve the highest possible price

The Real Estate Market has gone through a lot of changes this year.
You need an aggressive agent now more than ever!

Initial Review Highest Priority Checklist

These items Represent Greatest Deterrent in Procuring An Acceptable Offer:

ODOR is the number one deterrent in procuring the initial emotional connection necessary to engage your buyer's interest. THE first and lasting impression on your potential buyer is heavy scent as they enter your home; PET ODOR, SMOKING, KITTY LITTER, OILY COOKING and OVERBEARING DEODARIZORS trying to mask all of the above are potential deal breakers. Third party analysis or anonymous feedback from buyers or Realtors is the only way you will know if that is what is killing your sale.

CLUTTER is next on your to do list. Even the most experienced real estate investor is distracted as eyes are drawn to personal effects instead of the Real Property. The following tasks should be completed: counter tops cleared, fridge magnets removed, bulletin boards taken down, toys stowed away, trophies off display, and "teenager" posters taken down. Even family pictures and sentimental items have no place in the home staging process. Remember, if you have your way, this is not your home anymore, let's make it look like their dream home, not yours!

WINDOWS AND SCREENS are vital in the home staging process. If you study the most profitable builders, they are rigorous about the brightest cleanest windows possible. Corner to corner inside and out cleaning of all windows, screens, sills and dusty blinds could represent your highest return on invested time. Take a few extra minutes to WD-40 all cranks, locks and sliders while you clean. **PAINT** is inexpensive!!! That is the Real Estate investor's adage that goes along way in the home staging process. Your personal taste in colors is not always the best. This is a simple popularity contest and the modern, clean, popular color schemes are on line, on model row, and at your paint store. Take your opinion out of the equation and think like a builder. Fill holes and cracks before painting and remember at \$14 per gallon, you can not go wrong with a fresh coat of paint.

CURB APPEAL is a broad term. However, in this case, it means that the lawn is cut and free of brown spots, landscape is pruned, and the beds have been mulched. There should be no weeds growing through the sidewalk or steps. The sidewalk and porch are both swept and free from mold and mildew, grease or grime. The driveway should be empty or the family car is the only thing in it. The doorway is clean (fresh paint), door handles shine and there is no rust, cob webs or clutter in sight as you approach the entryway.

DARK, DAMP or DINGY. Find THE room, we all have one! The room or closet that needs the most attention. Empty it out completely, even if it is your entire garage. Call Pods, Storage, or simply take it to the curb. Open the windows, air it out, and put back only the things that ADD VALUE!

DUST, COBWEBS, CEILING STAINS, CARPET STAINS should be KILLZed, Cleaned, or Covered. Ceiling fans catch dust on their blades, high corners need a broom and stained or frayed carpet can cost you Tens of Thousands of Dollars in the early stages of home shopping and selection.

WOOD ROT is a now or later thing. A support post or fascia board which has water damage will be flagged on a termite report. Early repair will prevent a DRYWOOD TERMITE report red flag that may make mountains out of mole hills.

Let's take a few minutes to get these Basic Staging items done so that we can sell your home for the highest possible price, in the fastest time possible. Invest your time early and wisely and you will be amazed at the speed in which you are able to start the moving process.

From the Curb

- Y / N** Is the edge of grass meeting sidewalk, driveway and street trimmed neatly?
- Y / N** Is the lawn dark green color, free from weeds, and grass cut to proper height?
- Y / N** Does the driveway have stains, pits, holes, cracks?
- Y / N** Are trash cans out of sight, toys away, tools stored, and planters filled?
- Y / N** Is the front porch free of clutter, décor, and the floor covering spotless?
- Y / N** Are trees & bushes trimmed, free of dead leaves, low hanging branches with foliage not touching the home?
(Too much landscaping is not good, less is more)
- Y / N** Are flower beds free from weeds and have fresh mulch or stones been put down to spruce things up?
(Impatiens or other colorful ground cover makes a huge splash of color for a minimal investment)
- Y / N** Check the roof from the street. Are tiles broken or shingles lipping, do your vents look secure?
- Y / N** Is there any wood rot or exposed concrete visible as you walk up to the house?
- Y / N** Are the numbers on the mail box straight and visible; how about the numbers or name on the house?
- Y / N** Is the mailbox post clean and well maintained, does it need paint, is it rusty?
- Y / N** Analyze the front door, locks, knobs, hinges, brass, kick plate and paint. Are they clean and tidy?
- Y / N** Are the eaves and all overhangs free from cobwebs, wasp nests, and leaves?
- Y / N** Are the gutters functional, free of debris and cosmetically proper, are they connected properly?
- Y / N** Is your welcome mat tattered? (a new one is very inexpensive and comes with you when you move)
- Y / N** Are the windows and screens free from tears and cobwebs?

Experts agree: Remove rope swings, tire swings, old bird houses, worn signage, knick knacks, toads, elves, ducks, lawn men statues, religious symbols, stickers, concrete stamps, wood carvings, personalized stepping stones, unnecessary items. LESS IS MORE IN HOME STAGING. The prospective buyer needs to imagine their own personal touches.

Statistics

% of Buyers that will give a seller honest feedback about their home	11%
% of Buyers that will mention a strong odor in the presence of the property owner	4%
% of Buyers that will not make an offer on a property that is too dark or too crowded	64%
% of Realtors® or Builders that agree Staging will fetch higher price and/or faster sale	91%
% of Realtors® that are Certified Staging Professionals Nationally	2%
% of Associate Worx Associates certified and trained as Staging Professionals	100%



Days on Market Before Staging - Houses listed and did not sell

Days on Market After Staging - Houses Listed, did not sell - then Staged and SOLD

Days on Market After Staging - Houses Staged FIRST, Listed and SOLD

Items that need attention so far . . .

1. _____
2. _____
3. _____
4. _____
5. _____

Upon Entry

- Y / N Is your home pleasant to the nose?
- Y / N Are walls decorated with minimums in mind? *(less is more)*
- Y / N Are tables in foyer clear of clutter? *(a single center piece or décor item is enough)*
- Y / N Are the lights on and the blinds wide open? *(clean windows for optimal staging presence)*
- Y / N How is the flooring? Are the floorboards, crown molding and ceiling free from scuffs and cobwebs?
- Y / N When you stop and look toward the rest of the house, does it look free from clutter or cramped?
(Removing and storing a couple of large pieces of furniture may be a smart move)
- Y / N Is there a dog or cat greeting strangers as they enter your home? *(That would not happen in a model home)*
- Y / N Would you say that the foyer is bright? *(In staging brighter is always better)*
- Y / N Are there children running around and children's toys laying around?



The Family needs to feel their way through your property imagining themselves living there, NOT YOU, get out of their way and let them make the emotional connection that you did to the home. Homes are bought, not sold. Nothing that you or your Realtor® can say when the buyer steps into your home can help. NOTHING that you or your Realtor® can say during the first 5 minutes can help!!! Once an emotional connection starts to form, tangible verbal features, advantages, and benefits can be demonstrated by your Realtor®. The professional representative knows what features are important to that individual consumer. While your water purifier is nice, it might not be a priority in the home buying process. The timing and delivery of the information is a delicate process, one which when delivered improperly may lack credibility. Home buying is as much an emotional connection as it is an economic decision. No buyer wants to be force fed on the upgrades and improvements.

Staging is about charisma, confidence and attraction. Staging is about eliminating distractions while evoking positive emotions and pleasant surprises. Fresh flowers and clean windows can do more for the home buying process than your well rehearsed laundry list of upgrades and improvements.

Family rooms, living rooms and dens are personal.... right up until you decide you wish to sell. When staging your home for sale, in order to achieve THE HIGHEST POSSIBLE PRICE you need to transform your home from your kingdom to their kingdom. At this point, the buyers needs take precedence over your own.

Living Areas

- Y / N** Brighter is better. Are blinds open, lights on, accent lamps and high hats dimmed to perfection?
- Y / N** Are floor covering free from spots, distractions, and clutter?
- Y / N** Has wall décor been minimized? *(light bright & neutral ~ avoid over personalized items and distracting heirlooms)*
- Y / N** Is the paint is current and clean?
- Y / N** Are the scents neutral, fresh or un-noticeable?
- Y / N** Is the furniture old and worn? *(Worn furniture should be removed or recovered)*
- Y / N** Are your living areas spacious? *(Most rooms could use one or two less pieces of furniture, even a comfortable ottoman removed could make your room feel larger and leave more to the imagination)*
- Y / N** Are the area rugs covering up a problem? *(If the flooring below is clean and attractive, we suggest removal to showcase open spaces. Studies show that buyers believe area rugs are an attempt to conceal a problem area)*
- Y / N** Are the end tables, coffee tables and wall units emptied and dusted? *(In most cases 50% of the items could go into storage until after the move. One or two neutral items go a long way to open up possibilities and stimulate a buyers comfort level)*
- Y / N** Are ceiling fans, light fixtures, air vents, windows, sills and floor boards clean and functional?
- Y / N** Are wires to electronic devices bundled and/or hidden as best as possible?
- Y / N** Is your desk free of clutter, and even daily items in a drawer to properly stage your home?
- Y / N** Are desk chairs pushed in under whenever possible? What about bar stools and other seating?
- Y / N** If there is tile, is the grout clean, if there is carpet are there stains? *(get into the corners and look like a buyer)*
- Y / N** Do the Ceilings have stains? *(Ceiling stains are a deal killer in any room, water intrusion or the fear of it is the #1 deal killer in Real Estate)*



Nothing can sell a home like a great kitchen and the most popular floor plans engage entertainment by overlooking or commingling with living space. Cleanliness is a homebuyer's secret wish. Tilex, Windex and a full day of scrubbing is the detail work that pays huge dividends.

Kitchen Spaces

- Y / N** Are the counter tops clutter free? *(Clutter needs to be eliminated as step one in the home staging process)*
- Y / N** Are refrigerator magnets removed? *(Last week's test scores are cute but play no part in the home presentation process)*
- Y / N** Are all extra kitchen appliances off the countertop? *(These may be convenient but should be stored away to sell your home)*
- Y / N** Is the top of your fridge or your cabinets clean? *(Does it add to sale ability or serve as a distraction?)*
- Y / N** Are ALL OF YOUR HINGES and handles and drawer pulls clean and do they match?
- Y / N** Is the breakfast nook open? *(Less is more and push the chairs in neatly around the table)*
- Y / N** Is your primary eating area cluttered? *(A simple single centerpiece is just the right touch)*
- Y / N** Is your stove clean inside and out, especially the viewing glass and light bulb? *(Run a cleaning and pay attention to knobs)*
- Y / N** Is your refrigerator wiped down inside and out? *(A gasket leak that looks like thousands but costs \$100)*
- Y / N** Is your sink empty and are dishes put away immediately after use?
- Y / N** Is the pantry organized *(Cabinet space might not seem important to the process of home sale, but it speaks to a deeper culture of proper maintenance and trustworthy attraction that a buyer must feel when making their decision)*
- Y / N** Are there dishtowels, potholders, and utensils on the counter tops? *(These can make a kitchen homey and warm but more times than not they distract a buyer from the matters at hand)*
- Y / N** Are there too many barstools? *(Reduce to the bare minimum, if it feels crowded in the least pull a couple away and store them)*
- Y / N** If everything else is in order creating a homey scent is always a pleasant idea
- Y / N** How many home sellers does it take to screw in a light bulb? Are all high hats, light fixtures, ceiling fans and lamps functional, even appliance bulbs?

A perfectly staged home would not even have a bar of soap or dish rack on the counter (less stuff is the mantra) Baking cookies or pie before an eventful showing or open house is the oldest trick in the book. If we had to decide, a professional would pick clean, tidy, clutter free over baked goods any day of the week.

Make the most of the space you have with elbow grease and eliminating clutter. Even if you use it everyday make the choice to ACHIEVE A FAST AND PROFITABLE SALE at the expense of your own convenience. You won't believe how 40% less time on the market changes your idea about convenience.

In many states and in many climates the outdoor environment is as important as any of the interior features of your home. Imagine a majestic mountain view or pristine golf course ignored because porch, patio or deck problems. Imagine a waterfront property or the perfect backyard playground for raising children being missed because all eyes are drawn to ripped cushions on the furniture or piles of pine straw on the deck.

Pools & Patio

- Y / N** Does your home highlight the outdoors, with comfortable living continuing the less is more philosophy of professional home staging?
- Y / N** For a large window or sliding doors which feature the outdoor areas, are the blinds open and clean, the glass and tracks?
- Y / N** Are your welcome mat, ground cover, outdoor carpeting free from frays, stains, and brown spots?
- Y / N** Are your pool toys and cleaning supplies, chlorine bottles, and leaf catchers all out of site?
- Y / N** Is your pool sparkling and free of debris, on the surface and on the bottom?
- Y / N** Are your fence and hedges looking their best.? *(Remove dead and rotted pieces from foliage and fencing.)*
- Y / N** Are your ground cover and flower beds clear from weeds? *(Replace mulch and plant fresh wherever feasible)*



If we want to capitalize on the highest possible price, we will need to make the porch, patio or deck the very best it can be. Take a third party's perspective on everything from grout lines to screened enclosures and if it can be improved with a little elbow grease or a couple of dollars your R.O.I. will be terrific. A few minutes with a pressure washer or a few dollars spent on colorful throw pillows could make all the difference in the world if you prefer a quick convenient sale.

All bedrooms share a common purpose; peaceful rest and personal space, whether it be for children, live in adults including in-laws or an occasional house guest. Proper use of a bedrooms floor plan is essential to the home staging process. In other words, the position and amount of furniture sets the tone from the minute you peak around the corner.

Bedrooms

- Y / N** Is the bed in its ideal location? *(A professional staging representative or decorator might move the bedroom's centerpiece several times to reach it's ideal landing place. The position of the bed can make or break the room. Don't discount diagonal or the opposite side of the window just because it wasn't your first instinct)*
- Y / N** Are bed coverings dated or over personalized? *(When staging a home for maximum profitability they should be neutral)*
- Y / N** Are there pillows or a casual throw on the bed?
- Y / N** Are night table tops clear and clean with three items well placed? *(they are not for storage)*
- Y / N** Does the chest of drawers or armoire make the room feel crowded? *(If it's tight your room is probably begging to be free of it. We know you need it to live comfortably, but your room needs it to be gone in order to sell your house)*
- Y / N** Does your room contain a rocking chair or quilt rack? *(Think of your bedroom this way. 85% of professional staging representative consultation regarding bedrooms ends in the removal of one or more pieces of furniture. So the cute rocking chair or quilt rack might make the room feel just right to you, but distract a potential homeowner)*
- Y / N** Does the television or entertainment center engulf the room making it feel too small? *(It might need to find another home until the sale is complete)*
- Y / N** Is your closet crowded and disorganized? *(Every buyer craves closet space. If you haven't worn or used it during the past few months put it in a box and store it away until you close)*
- Y / N** Are the lighting and ceiling fans clean and functional?
- Y / N** Is the flooring free from stains, the floor boards free from dust and scuff marks, and the crown molding free from cob webs?
- Y / N** Are there stains or water marks on the ceiling?
- Y / N** Is the paint, neutral and bright? *(That is the ultimate goal of staging your bedroom)*

The Master suite is the crown jewel of emotional connection for 65% of buyers. It may be the wife imagining serenity from the hectic realities of work and home or the husband daydreaming about the king in his castle, your master suite is an opportunity to seal the deal for the majority of home shoppers. Take the time to create an environment which inspires the imagination and evokes the all important emotional connection.

Master Suite

- Y / N** Is the bed made? *(Make the bed with pillows and blankets staged in an ideal fashion. Using neutral or popular bedding to highlight the rooms center piece. Don't be shy about trying multiple options for placing the bed.)*
- Y / N** Is your bedroom symmetrical? *(A night table on each side is ideal and matching lamps create a sense of symmetry and order. Keep clutter to a bare minimum with only the necessities on the tabletops.)*
- Y / N** Is there too much furniture? *(Remove furniture which might feel over crowded. Remember most home staging decisions result in one or more pieces being removed from any room.)*
- Y / N** Are the windows clean and visible? *(Clean windows, screens and sills are a foregone conclusion and remember open window treatments and highlight any opportune views.)*
- Y / N** Are there shoes lying all over? *(Did Mom say it enough to sink in??? "put your shoes away")*
- Y / N** Do you have exercise equipment in your master suite? *(Whether it is currently an overpriced clothes rack or part of your daily routine exercise equipment needs to be put elsewhere for the most profitable sale.)*
- Y / N** Have you set a tone of serenity? *(Candles and flowers are not over the top in a master bedroom and can continue right into the master bath.)*
- Y / N** Is your closet clean and organized? *(Your closet must be showcased to it's highest potential. Take the stuff out and store it away.)*



Use the bathrooms section to apply here, just implement to the highest degree of effectiveness. Go ahead and splurge, remember you can take it all with you.

Builders know the name of the game is make believe! You have to give the buyer an opportunity to make believe they are living out their life's dream in your home. It is your responsibility to MAKE THEM BELIEVE that your home can fulfill their highest expectation for their dream home.

Spotless bathrooms, with shiny tile, clean grout lines and fresh caulk are on every buyers wish list! Take mold and mildew and add it to the list and all buyers shriek. A new shower curtain or liner for under \$10 makes everything look great and even gives that your bathroom that "new car" smell.

Bathrooms

- Y / N** Is the grout clean and free from mold or stains? *(A caulk gun and \$2.99 on a tube of white caulk solves 50% of a bathroom issues. A fresh bead of caulk across the top of the bathtub, shower door, and toilet base looks and feels bright, white and clean. Run fresh caulk around the perimeter of the lavatory, sinks, and floorboards as well)*
- Y / N** Are the mirrors and windows bright and spotless? *(Windex is by far the best investment in bathroom staging! A streaky mirror covered with toothpaste splatter sends shivers up the back of your neck. Windex works on light bulbs, faucets, plumbing fixtures and window sills as well)*
- Y / N** Are your bathroom rugs tired and worn? *(Old bathroom carpets should be updated and your new carpet investment comes along to your new house)*
- Y / N** Are your toothbrushes visible? *(Take the toothbrushes and soap and put them in a drawer for the best price on your home)*
- Y / N** Is your shower full of soaps and shampoos? *(Showers should be as empty as possible and glass should be spotless)*
- Y / N** Are your towels hanging on a hook to dry? *(Remove them when you're trying to sell your home)*
- Y / N** Do you have decorative stickers adorning your bathroom? *(Did you say bumper sticker and bathroom in the same sentence? Just for the record, Power Rangers and Hello Kitty are not conducive to bathroom staging.)*
- Y / N** Are plants, whether silk or live, clean and healthy?

As is the case with all of our staging decisions, less is definitely more. Put it away, throw it away or store it but, do not let personal items distract the potential buyer from wide open spaces and potentiality. 10 ounces of caulk, Tilex and Windex could be all your bathrooms need to make your buyers wish list



A Unique Website . . . Dedicated Entirely to Selling Your Home.

90%

of Buyers
are Online

More Buyers found
their home on the
Internet than from
any other source!

*Source: National Association of Realtors® Profile of Home Buyers and Sellers. ©Properties Online, Inc., Patent No. US 6,760,707. All rights reserved. Domain Rider and Listing Domains are trademarks of Properties Online, Inc. No reproduction, distribution, or transmission of the copyrighted materials at this site is permitted without the written permission of Properties Online, Inc. unless otherwise specified.



Did you know ...

Last year nearly 90% of homebuyers used
the internet to search for home?

As a real estate professional, I Know the importance of
keeping up with new technology and market trends.
Therefore, as part of my marketing plan, I offer my clients a complete website
dedicated entirely to selling their home.

Your property will be listed on:

Google bing YAHOO!

And several other Search Engines, Property Portals & Mobile Apps!



The Highest Return On Investment

Improvement	Typical Cost	Increase in Sales Price	Average Return
Lighten & Brighten	\$86 - \$110	\$768 - \$935	769%

RESE Highest Priority Recommendations

1. _____
2. _____
3. _____
4. _____
5. _____

RESE Additional Recommendations

1. _____
2. _____
3. _____
4. _____
5. _____

RESE Ideal Recommendations

1. _____
2. _____
3. _____
4. _____
5. _____

Brought To You By



The most important things I can do to stage my home are...

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

Who will perform the task? ~ What is the estimated expense?

How much time will it take? ~ When will it be finished?

Can I fully appreciate the impact these items will have on prospective buyers by putting myself in their shoes?

AnnieMac Worx offers support to top real estate brokers in 31 states!

More than 15,000 of America's top Real Estate Agents lean on AnnieMac Worx for cutting edge teaching, training and coaching plus best selling authors & speakers and fortune 500 caliber sales and leadership training.

AnnieMac Worx offers hundreds of hours of CE credits, Professional Designations, Business Planning and Accountability Programs just to name a few of the revolutionary new way that Real Estate Agents take advantage of Worx.

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