



Builders, Realtors and Individual Home Buyers have contributed to the compellation of our exclusive home staging formula. The technology has been applied and proven 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. The duration of listing time on the market can be cut by as much as 40% by simply following the formula outlined below.

If you want to sell your home faster and for the highest possible price you should trust the our certified staging professional formula.

## Initial Review Highest Priority Checklist

These Items Represent Greatest Deterrent in Procuring An Acceptable Offer:

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**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.

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**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, trophy's 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!

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**WIDNOWS 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.

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Suggestion: \_\_\_\_\_  
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**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.

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**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.

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**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!

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**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.

Acceptable / Attention  
Suggestion: \_\_\_\_\_  
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**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 flags 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.*

