



Vestweber, Byers & Sellers
OPENING DOORS FOR YOU

What Do I Do First?

In last month's article we discussed the timing of a purchase or sale. This month we will scratch the surface of staging a home for sale and begin to address how to get started!

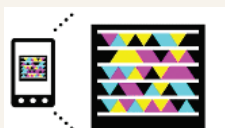
Do you ever question what to do, what not to do, or how to prioritize everything there is to do when it comes to selling your property? Listing agents are often asked about the topic of staging. "What do I do first, and how do I prioritize what I can afford to do?" The answer must almost always be customized to fit the situation. We do, however, have some advice on how to prioritize your staging efforts.

Begin with your curb appeal. Many times people will drive by even before they contact their Realtor, just to visit the neighborhood and see the property. If they don't like what they see on the outside, they may never take time to see the inside. Once you have them convinced to get out of their car, you have anywhere from 3 to 20 seconds to make a first impression. Inside the house, priority one is to de-clutter, de-personalize, neutralize, and simplify all aspects of the home. Colors should be neutral, countertops should be clear and any odors should be eliminated. Even what you consider to be "good" scents should be minimized. No scent is better than any.

There are five primary areas to focus your energy. Start with plantings, paint, pictures, fixtures, and furnishings. Make these items work in your space and you will improve your ability to sell your home more quickly at a higher price. If you're working with a budget and can only afford to stage certain areas of your home, or are leaving town and want to hire your staging done, focus your efforts on these areas in this order. Curb appeal, entryway, kitchen, master bedroom and bath, living area, other bedrooms, and back yard.

Finally, make sure toys, pet's objects, dishes and other common eye-sores are stored away in their proper places. Don't just hide your clutter. Remember, prospective buyers almost always open closets, pantries, or other storage-related areas to determine if their own belongings will fit. Clear out the shed, garage or other utility buildings.

These tips will get you started in preparing your home for sale. For more information, contact Vestweber, Byers, & Sellers at 319.521.1234 or visit www.vbandsatskogman.com, and we will gladly assist you whether you're buying, selling or trying to do both!



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