



Staging your Home for Sale = \$\$\$\$



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## 2-Minute 411 with Jim Fite

### What is "Staging" anyway?

"Staging" is the latest buzzword in real estate, but it simply means to present your home in its best and most appealing light. If you are preparing your home to sell, it is to setup your home to appeal to prospective buyers and showcase the property in a way that makes buyers eager to purchase! In theory, "staging" isn't hard or costly, but in reality, many homeowners find it difficult because it's often hard to see something objectively when

## Real Estate 411 - FACTS

People want to imagine THEIR home when looking at yours!

### QUICK FACT #1: Staging your home saves you time and money

Professionally staged homes sell in 80% less time than non-staged homes, according to a survey conducted by ASP\* (Accredited Staging Professional). The money spent on staging will always be less than your first price reduction and statistics also show that 94.6% of staged homes sell on average in 35 days or less.

\*Source: Stagedhomes.com and based on today's market

### QUICK FACT #2: Simple cleaning and staging can return \$1,000's

The following is a summary of the results of HomeGain's national survey, based on areas of home improvement identified by real estate agents.

PROJECT:	COST:	PRICE INCREASE:	ROI:
Lighten and brighten	\$233 – 370	\$1,178 – 1,566	355%
Clean and de-Clutter	\$190 – 318	\$1,505 – 1,937	578%
Landscape Front/back	\$378 – 546	\$1,718 – 2,158	319%
Stage Home for Sale	\$403 – 584	\$1,938 – 2,431	343%

### QUICK FACT #3: Living in your home and marketing your home are two different things!

Staging can be as simple as spiffing up your home in a number of small ways...it's all in the presentation! The way you live in your home and the way you market your home for sale are two different things...you have to think of your house as a product. You want the prospective buyer to visualize your home as THEIR home; they need to be able to SEE their stuff in your house!

## Real Estate 411 - TIPS

### Easy tips for getting MAXIMUM attention

#### QUICK TIP #1: Remember the three "C's"

##### 1 - CLEAN

You have probably heard, "there are a million reasons for people to be poor in this world, but there is no reason not to be clean." No one wants to move into someone else's filth. Your home should be sparkling clean – bathrooms, appliances, windows, mirrors, cabinets and countertops, etc.; floors should be shiny, dust-ball free and squeaky clean; and furnishings that don't look shopworn are just the beginning of clean.

we love it. An easy way to see effectively "staged" homes is to visit decorated models. Decorating a model is expensive, but builders are willing to invest the cost because they understand just how well a "staged" home sells.

### What Are the Benefits of Home Staging?

- A staged home sells faster and for more money in most markets
- Inspectors view a staged home as a home that has been well cared for
- Appraisers are more likely to appraise a staged home at full value
- You can't sell what is covered up in clutter
- Homes that are staged, clean, and free of clutter have an immediate advantage in any market

**WHAT IS THE ULTIMATE GOAL OF STAGING? To sell your home faster at top dollar!**

### BASIC STAGING RULES

**Clean** - put the sparkle back!

**Fix** – anything broken, cracked or dripping

**De-Clutter** – get rid of 50%

**Go Neutral** – Neutral colors sell

**De-Personalize** – Remove objects your buyer can't identify with

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### 2 - CLUTTER

Get rid of it. This is probably the biggest challenge in any home. Not only is it messy, it makes the house appear to be smaller. In the process, de-personalize the home. Family photos on the bureau and awards on the wall make buyers feel that they are invading a seller's privacy. Go for a simple, streamlined look and put away the personal items.

### 3 - COLOR

"Paint and Petunias". Studies from the Real Estate Center at Texas A&M University show that minor landscaping and new paint actually return 109% of the dollar cost. Color is very subjective, so make sure when you are painting to make rooms look fresh that you don't overuse strong colors. It is best to keep the colors subtle and mellow. Remember, you want the prospective buyer to visualize THEIR style in YOUR home.

### QUICK TIP #2: Follow the basketball rule\*

It's no secret that America is a nation of consumers. And all of that stuff we buy is strewn about our homes. In the living room of one luxurious home that staging guru Barb Schwarz \* staged, she unearthed a grand piano beneath mounds of clutter - something she did not notice when she first visited. So while you might like being surrounded by your collection of trophy fish or glass figurines, these items can be a real turnoff to a potential buyer.

**Here's a rule of thumb:** Remove all items that are smaller than the size of a basketball. Pack up at least half of your books. And stash the photographs of you and the kids on your Hawaiian vacation. You want the buyer to be able to envision himself in your home -- not you.

\*Source: Ellen Florian, FORTUNE. Barb Schwarz is the CEO and founder of StagedHomes.com and has personally staged more than 5,000 homes over the past 33 years.

### QUICK TIP #3: Set the scene

If you're expecting an agent to stop by with a potential buyer, there are several last-minute touches you need to do before leaving the house. Empty the wastebaskets, put the toilet lids down, hide your laundry and grooming items, and place baskets of new, color coordinated hand towels in the bathroom. Always leave some lights on.

And as a finishing touch have soft jazz or easy listening music playing. It will put people in a buying mood.

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