

A HOW-TO GUIDE TO PREPARE YOUR HOME FOR SALE

Ready
Set
Sell



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INTRODUCTION

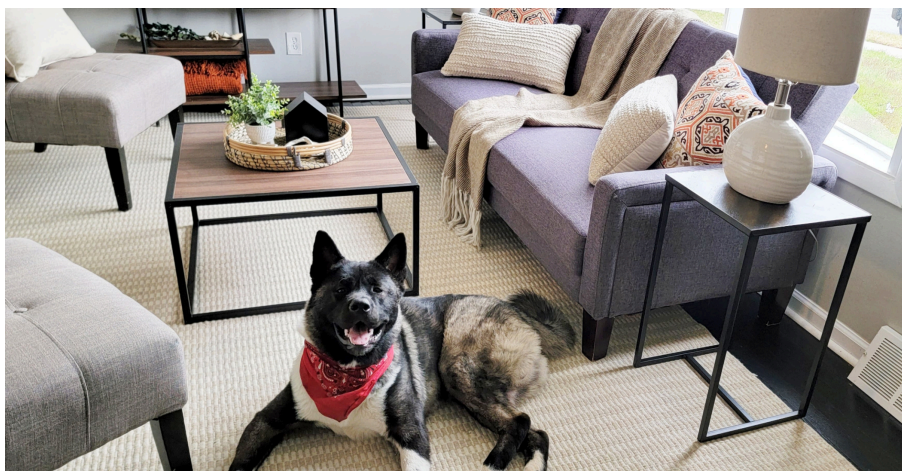


This is the beginning of something good.

While preparing your home can be stressful, having a clear plan of action to properly execute the best strategies and techniques to appeal to your potential buyers is of the utmost importance. Working with Hues & Harmony, a professional interior styling company, will ensure you are informed and don't take on unnecessary and costly projects.

Partnering with Hues & Harmony Interiors will position you to know exactly what you must do to have your home prepared and photo ready. Focusing in on what home buyers are looking for in their next home. Finally and most importantly, creating that **crucial emotional connection** necessary to motivate buyers from just looking to making you an offer that you can't refuse!

Call us to schedule a pre-listing home staging consultations today!
(410) 929-0545





CHAPTER I

Cleanliness Is Crucial

Where do I begin?

Getting your home ready to sell can be stressful. You may not know where to start with so much to do in a short time.

Cleaning every nook and cranny, drawer and closet, baseboard and crown molding, and all windows and blinds is the first step to a quick sale. Don't miss a detail with this house cleaning checklist for turning your house into a marketable home

Cleaning your house to sell checklist

1. Declutter each room first

Start your pre-sale assessment by taking photos of each room, wall, ceiling, and floor. Viewing the pictures will give you a fresh look at what potential buyers will see when they walk through your front door. If buyers can't see past your things, they won't be able to imagine their family living there. If you see flaws, buyers will see them as well.

Go room by room and divide your items into four categories:

Keep: Pack as much as you can into boxes for the move.

Sell: Items that you don't need but others may want to purchase.

Donate: Give gently used items to local charities.

Toss: Get rid of broken items that fall into the "Why are we keeping this?" category.

2. Clean your house top to bottom

Once you have purged each room of excess and unwanted items, cleaning becomes so much easier. Follow the top-to-bottom, left-to-right rule. This system makes sure you have cleaned every surface. To clean your house from top to bottom, give each room a deep clean by dusting and vacuuming the ceiling fixtures and items on the walls, furniture, and floors. Move furniture to get to the corners and baseboards.



CHAPTER I

Cleanliness Is Crucial

3. **Scrub the kitchen**

When cleaning your house to sell, pay special attention to the kitchen. Even if it's a little outdated, you can still impress buyers by ensuring it's spotless, shiny, and clean smelling. Clear the counters, too—fewer items on display makes the space look bigger than it is. Don't forget to clean the inside of the pantry, refrigerator, stove, oven, and dishwasher. Visitors will open them up and look around!

4. **Clean the bathrooms**

Cleaning the bathroom is important, but it can be a big undertaking. Make it more manageable by having everyone in the family clean up after themselves. Keep cleaners and sponges handy, so everyone can wipe down and touch up after use. Getting the family into a regular cleaning routine is never a bad thing!

Before an open house, polish up the countertops, faucets, sinks, bathtubs, and shower stalls. Polish the grout, too—use an old toothbrush and some elbow grease. Finish by hanging up clean towels and a new shower curtain.

5. **Clean window treatments**

Natural light is important for many buyers. Show it off by ensuring your windows are spotless and streak-free inside and out. Be sure to clean existing blinds and shades thoroughly as well. Use the brush attachment to vacuum, then dust them with a duster. Finish by wiping them clean with an almost-dry sponge or cloth. Dated or broken window treatments should be removed before selling your home.





CHAPTER I

Cleanliness Is Crucial

6. Make the floors shine

If your home has carpet, deep clean the carpets — or hire a company to clean them for you. Mop and polish wood and tile floors. Roll up and store any small throw rugs, as they tend to make rooms look smaller than they are.

Other considerations for open house cleaning:

It's important not to overlook the small details when creating your house cleaning checklist. Don't forget to dust and clean ceiling fans, light fixtures, and light bulbs. It's also important to wipe off baseboards and clean fingerprints from light switches, railings, doorknobs, cabinet hardware, and appliances.

Cleaning before an open house might initially seem like a big project. The key to success is getting into a daily cleaning routine so you won't be scrambling when you get that last-minute call for a showing. Learn more about how to get your house ready to sell and home repairs to make before selling.



If you have the budget available, consider hiring a professional cleaning service to do a deep clean prior to listing saving you valuable time and energy.

CHAPTER II



The Importance of Decluttering & Depersonalization

The benefits of decluttering

Rule number one of home staging: get rid of clutter in your home. Either store it neatly out of sight, donate, sell, or toss what is not able to be donated or sold.

All floors and surfaces should be clutter-free, cabinets and closets should be neatly organized in case sneaky guests start peeking.

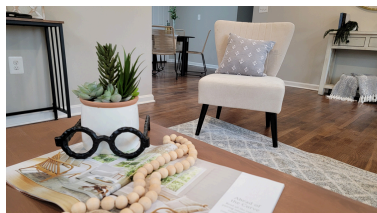
Clutter suggests a home doesn't have enough storage space and even if that's the case you don't want your prospective buyers to believe this.

How to get started

1. Take a photo of each room/area of your home.
2. Look at the picture to identify areas that look visually unappealing.
3. Take items away that can be packed/put out of sight.

4. Take a new picture to compare to the initial picture to visually see your progress.

5. If you're uncertain, call us, a friend/your Realtor to look at the photo to provide feedback





CHAPTER II CONTINUED

Why removing personal photos is important

Remember you are selling your home. Now is the time to pack away personal photos, awards, treasures, religious items.

You would be surprised at what potential buyers fixate on when they start touring potential homes on their list.



You want your prospective buyers to visualize themselves living in the home.

How to get started

1. Remove all photos/awards/trophies/religious items from walls & furniture pieces.
2. Take photos of each room to review to see if any personal items were missed.
3. A neutral piece of art or decor can be placed where items were removed if necessary.





CHAPTER III

Home Stager Tips and Techniques

Update Your Walls



A fresh coat of neutral paint breathes new life into your home. It also helps take away one of the biggest buyer objections to your home. Sure neutral paint may seem boring, but it works with a majority of buyers furnishings which takes away a project most people don't like to do; painting walls.

Refresh Your Flooring



Your floors are one of the first things your buyer will notice. If they are dated, dirty, or in poor condition that can be a deal breaker.

We highly recommend replacing/refinishing flooring if it is in bad condition. Carpeting should be cleaned if its not being replaced so odors and visable stains are removed.



Style Your Home

From using accent pillows, cozy throw blankets, adding greenery, modern decor and art; all these items bring the feeling of home into an otherwise boring space. There is a psychology of selling that cannot be ignored. Buyers **must connect** with a house in order for them to consider it as their next home.



CHAPTER III CONTINUED

The Emotional Appeal Of A Home

For many people, purchasing a home is an emotional experience. Potential buyers are often drawn to a house based on their feelings and intuition. They may fall in love with a home because it's cozy or the perfect size for their family. Staging a home creates that connection for buyers.

It Isn't All About The Numbers

A home's location and size are always considerations, the emotional appeal of a home is hard to ignore. Even small details like window treatments, paint colors, and light quality can influence buyers' opinions of a property. This is why it is crucial for you to prepare your home to sell.

By letting go of what you no longer need, you will make room for new opportunities.





CONCLUSION

Hello, I'm your coach Rachel Wiederhold.

I'm a passionate advocate for preparing your home to sell quickly and at maximum value.

Over the past decade years, I've worked with many clients, helping them to properly prepare their homes to sell. It excites me to see how my clients quickly they sell their homes, selling at the highest value which leads to a comfortable transition to the next adventure in their lives.

Through my years of experience, I've experienced first-hand how the proper presentation of a home quickly helps sellers achieve what they most desire; moving on to the next chapter in life.

This in turn improves their mental and emotional well-being. I'm excited to share my knowledge and expertise with others who are seeking to achieve these results.



I truly believe that through the proper preparation to sell a home, my clients achieve a less stressful home selling experience.

Rachel Wiederhold