

RESEARCH INDICATES STAGED HOMES SPEND 73% LESS TIME ON THE MARKET THAN NON-STAGED HOMES - AND SELL FOR UP TO 17% MORE!



David S. Costello
Contributing Writer

The moment you commit to marketing your home for sale you need to commit to transforming it into a place that potential buyers can easily picture as their home. This means that you should be prepared to emotionally detach.

In order to gain an edge in today's real estate market when buyers have so many options, a property must not only be priced

right but look better than the competition. One of the best and repeatedly proven methods for getting top dollar for your home is to invest in properly staging it.

One of the costliest mistakes made by home sellers is to ignore the visual psychology involved in gaining a potential buyer's immediate attention. Staging is all about creating a space that buyers can emotionally connect to. In order to achieve this objective, a home should be as impersonal and attractive as possible. Too much furniture and clutter can make it difficult to concentrate on the property itself. The more we see in a room the less we can process.

To start with, sellers should arrange for an initial meeting with a staging professional to review the property's strengths and weaknesses, as well as to discuss what changes need to be made and how much time it will require.

In addition to basic cleaning and repairing, the staging process will focus on the following key points:

➤ **DECLUTTER:** There are two major problems with clutter. One is that it distracts

buyers from a home's features. The other is that it can make the home feel like it doesn't have enough storage space. Put away knickknacks. Keep in mind that buyers will be interested in your closet space, so tossing everything into the closet to hide it away may not be the best strategy. Box up what you don't need.

➤ **DEPERSONALIZE:** Buyers need to be able to envision themselves in your home, so remove all the family photos and refrigerator art. Put away all your kid's toys and play equipment.

➤ **REMOVE ODORS:** Pets, kids, cooking smells, a mildew-covered bathroom and many other conditions can make your home smell.

➤ **WALLPAPER/PAINT:** It is unlikely that a potential buyer will like your wallpaper. Your best bet is to tear it down and paint the walls instead. Paint selections should consist of warm, neutral colors that appeal to a variety of buyers and project the homey image you're trying to sell.

➤ **LIGHTING:** Take advantage of your home's natural light. Open all curtains and blinds



when showing your home.

➤ **FURNITURE:** Make sure furniture is proportionate to the room size. Don't clutter a room with too much furniture. Furniture that's too big will make a room look small, while too little or too small furniture can make a space feel cold.

With most all buyers now using the internet for their home search your

house had better show really well online. Staging, along with high-quality photos and engaging videos, can help you achieve this important goal.

DAVID COSTELLO
Global Real Estate Advisor
david-costello@compass.com
ACTCompass.com



OPEN HOUSE THIS SATURDAY & SUNDAY FROM 2 TO 5 PM

118 Dolphin Court #42, San Francisco Asking \$865,000

This 2-story 3 bedroom 2.5 bath Townhouse is updated with modern finishes all around. The kitchen boasts a contemporary color scheme in grays and white, a beautiful tile backsplash, ample cabinetry, and stainless appliances. Sitting next to the kitchen is the dining room, perfect for casual meals or intimate dinner parties. The living space is bright and anchored in warm-toned flooring. You can enjoy the sunshine on the private patio adjacent to the living room. Rounding out the downstairs is a convenient updated powder room and laundry room with in-unit washer and dryer. Upstairs are 3 bedrooms and 2 full baths. The primary bedroom features a large walk-in closet and gorgeous en suite bath. The other bedrooms are spacious and the finishes in the hall bath are simply lovely. Designated Parking. Well located with easy access to Mission Bay, Potrero Hill, Dogpatch, Chase Center, MUNI lines, freeways and more.

BERTA TOVAR

Broker Associate, Realtor®, GRI, SRES, CCRM, CPRES



bertajtovar@gmail.com
DRE #00614088
office 650.873.6844
cell 650.867.3192
OMARSHALL, INC.
683 Jenevein Avenue
San Bruno, CA 94066

MARSHALL, INC.
REAL ESTATE & PROPERTY MANAGEMENT

DRE #02066937

For more information, call 650.873.6844 or visit omarsh.com