

# STAGING GUIDE

make your home *Shine* before  
pictures & showings



**RE/MAX**  
*Shine* 

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Broker/Owner

**RE/MAX** Shine

## Hello,

## I'm pleased to meet you!

Selling a home is one of the most important challenges people face in their adult lives. Choosing the right agent is crucial. You need one who understands the local market, has access to a network of professionals trained in every aspect of real estate, and has an eye for staging. Your agent can be the difference between selling at the highest possible price in the shortest amount of time and a house that sits on the market and fails to sell. Here at Shine, our highly-skilled and trained agents will put your needs first in this ever-changing real estate market to help sell your home for top dollar with the fewest days on the market.

*Thank you for choosing the Shine Team  
to help you handle your real estate  
transition successfully.*



# first impressions

Did you know buyers will decide within **8 seconds** whether they are interested in your home?



Read this entire Staging Guide for Sellers to ensure your home SHINES before we schedule the photographer and before you start any showings.

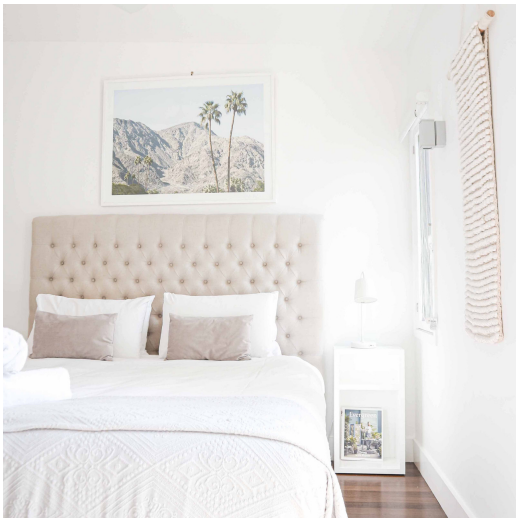
## Outside - Welcoming & Tidy

- Seasonally mow grass or shovel driveway & sidewalks
- Weed flower beds
- Freshen up paint on window trim and columns
- Sweep front porch & remove cobwebs
- Paint front door a lively color
- Hang a wreath on your front door and replace welcome mat
- Clean & arrange patio furniture. Replace cushions, if needed.
- Pick up pet waste
- Repair damaged deck boards and fencing
- Pressure wash the house and driveway



# Inside -Bright & Clean

- Turn on all lights and lamps. Replace burned-out bulbs.
- Open all blinds and drapes to let in as much natural light as possible
- Clean windows
- Open doors to bedrooms, offices, etc.
- Closet doors do not need to be opened but closets should be tidy.



## Bedrooms

- Make beds & fluff pillows daily, so you're ready for last-minute showings!
- Clear nightstands of clutter
- Dust furniture
- Pack away personal items and photos. Neutral pictures & tones are best.
- Organize closets by color (it looks amazing!) Donate items you no longer wear to maximize space.

# Bathrooms

- Store daily items like toothbrushes, toothpaste, soap out of sight
- Deep clean toilets, showers, and bath tubs
- Put down toilet seats and lids
- Wipe down countertops, mirrors, and light fixtures
- Hang a simple, plain white shower curtain
- Display white hand towels and a white throw rug by the shower or sink
- Empty trash
- Tidy up open shelves
- A fresh, small bouquet of flowers in a vase on the vanity looks best

# Basement & Garage

- Pack away seasonal items you will not need before you move.
- Neatly stack and label boxes/totes. Buyers understand you're moving!
- Vacuum cobwebs and floor.
- Run a dehumidifier in the basement continuously.
- Donate everything unnecessary to reduce clutter.
- Remove vehicles from garage and driveway if possible.

*You want to showcase a clean, tidy, organized space that's not cluttered to get the most for your investment!*

# Kitchen & Dining Room

- Tuck away small appliances, paper towel, napkins, soap, sponges
- Put away dishes from counter and sinks
- Wipe down counters, backsplash, and appliances
- Sweep and mop floors
- Remove personal items such as fridge magnets, photos, kids artwork (have kids help pack away special art for your new home)
- Empty trash cans before pictures and every showing
- Organize pantry. Line up canned goods. Use containers with labels to showcase a space where buyers can picture a more organized life!
- Optional: add fresh flowers to brighten up the space



# Living Areas

- Replace worn-out pillows and rugs
- Sweep, mop, and/or vacuum floors
- Remove personal items like photos and scrapbooks
- Dust furniture and wipe down surfaces
- Remove extra furniture to showcase square footage (read placement tips below), remove stacks of paper, turn off TVs & monitors, tuck remotes out of sight

## Couch, Furniture, Rugs & Curtains

- Remove big TV consoles. Replace with a simple side table or antique piece of furniture.
- Furniture should be grouped 12-16 inches apart surrounding a coffee table and anchored with an appropriately-sized rug. The couch should face the focal point of the room (picture window, fireplace, etc.) or be turned toward the first line of sight when walking into a room as if to welcome guests to "come in and sit for a while"
- Books stacked neatly on a side table or organized by color & size on shelves add warmth
- Replace heavy curtains with neutral sheers where possible
- Remove extra throw rugs. These look distracting in photos and can be a trip hazard.
- Removing rugs can also remove dirt, dust, and pet odors owners have become accustomed to.
- Fresh plants and flowers add color and life to a room.

# *final* thoughts

Your home sale is our job! Please don't be offended if we offer to help stage or suggest things be removed, repaired, or replaced. We hope you understand that living in a home and staging a home are two different things. Your goal is to sell your home quickly and for top dollar. Following our proven methods will greatly increase the likelihood of your success. We are here to help!

**In 2021, Shine helped 204 families  
buy or sell a home.**

*Our highly skilled and trained agents would  
be honored to help you market and sell your  
house too. Reach out today and  
let's get your home SOLD!*



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