



## Seller's Checklist, prior to listing the property

- Maximize Curb Appeal. Includes power washing sidewalk and driveway, trim shrubs and trees, plant colorful flowers at front door. Straighten and store away toys or equipment lying around yard. Make sure house numbers are visible from the street. Install new welcome mat at the front door. Clean out the gutters. Wash windows. Fix any cracks.
- Declutter and Depersonalize. Remove anything that will distract the buyer from concentrating on the home. Closets and Cabinets should not look full. They should look organized and have empty space. Clutter gives a perception of not enough storage in the home.
- Deep Clean. Steam clean carpets, or consider replacing if stains are prominent. Wash baseboards, ceiling fans, cabinets, etc.
- Pay Attention to Kitchens and Baths. Replace outdated hardware and lighting. Clean and organize pantry, cabinets and drawers. Remove extra items from counters. Use new, white bath and hand towels.
- Update Paint Colors, if needed. (SW's Repose Gray, Agreeable Gray, Useful Gray, Worldly Gray, Analytical Gray. Ben M's Revere Pewter, Edgecomb Gray, Pale Oak, Grant Beige, Balboa Mist)
- Appeal to the Senses. Baked cookies and pies are the best. Plug ins, fragrance reeds, candles or sprays to help with a pleasing, soft aroma. Vanilla is recommended. Fruit or other artificial fragrances might overwhelm buyers and they might think you are hiding something.
- Light up Room. Use higher wattage bulbs, remove or pull back drapes to allow light in. Layer lighting: ambient, task and accent lighting, using floor and table lamps.
- Less is More. Too much furniture will make a room feel small. We often remove end tables to make the room feel larger. However, vacant rooms appear smaller than they are. Rooms should have just the right amount to create the use for the space.
- Float Furniture. Pull furniture away from the walls to create groups within a room and to help with traffic flow. Furniture groupings should be anchored with rugs. Do not allow the potential buyers to walk into the room looking at the back of a sofa, chair, or table, if possible. This will make the room feel smaller.
- Repurpose Unused Rooms. Create a craft room, exercise room, TV room, playroom, etc. Staged rooms will feel larger than empty rooms. This will also help the buyer envision what to do with the space.
- Rearrange Art. Remove family photos, diplomas, religious pieces, awards. Mix traditional and contemporary art to appeal to all styles and demographics. Use mirrors in small spaces, or by doors to make rooms feel larger.
- Hide pet items from view before showing and photos

**Remember, This Home Is No Longer Your Home - It's Now the Future Buyer's Home!**

Buyer will fall in love and have an emotional connection with your home when we stage your home. Statistics available at all price points and areas around Charlotte.

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