



Home Staging Report

Client Name: John & Jane Smith

Agent: Jenny Doe, Remax

Property Address: 123 Maple Lane

Phone: *agent is contact

Demographics: First time home buyer, young couple or family, or downsizing empty nesters

Thank you for the opportunity to work with you to prepare your most valuable commodity for today's real estate market! Buyers have an expectation in this market to either get a "great deal" on a home, or fall in love with a home that is *move-in ready*. Home Staging is the process of getting your home ready for sale (move-in ready), so that buyers will connect emotionally with your home and make an offer. We will be focusing on the things that will increase the marketing value of your home, so that buyers fall in love with your home.

We will only suggest those changes that will give you at least a 100% return on your investment! Pictures of staged rooms are included with each room to give you inspiration in your own home.

Key Points to Remember:

1. **90% of buyers are online first, so we will be staging for the online photos and for when the buyers walk through the home!**
2. **After viewing the homes online, buyers will only visit 12 typically**
3. **Not even 10% of buyers have the ability to see past your "things"**
4. **Buyers are a captive audience and your home gives us multiple opportunities to create a good impression**
5. **Staging may seem difficult today but will save you in price reductions tomorrow!**
6. **Have fun, enjoy the process and please do not be self-conscious because people DO NOT live in staged homes! That is the beauty of redesign!**

Please remember you can always call us for additional services, we are here to help you. We can help you move things, pack things, haul stuff to garage, as well as adding those finishing design touches for you.

Staging rates: \$95 per hour (includes two people)

Call 214-212-2419 to schedule a follow up appointment.



Curb Appeal

*The front of your home will be the first thing a potential client will see. This will be the first impression. Make sure walkway is clear, there are no dead flowers or bushes, the front door is well cleaned and glass is spotless

First Impressions & Suggested Improvements:

- Exterior is in great condition, all paint and brick is well maintained. Yard, trees and bushes are well groomed.
- Clean exterior light fixtures, and make sure all bulbs are working.
- Remove small garden décor items including personalized “initial” flag.

Suggested investments:

- Seasonal flowers for front flower beds, and fresh mulch.

Foyer/Entry Area:

*This will be the first impression of your home, smell, sight, and feel. Make it open, welcoming and clean.

Suggested Improvements:

- Remove plants and décor from the window above door.
- Remove all small items from entry console table, keeping only the table, tapestry and lamp.
- Remove personalized wall hooks from wall.
- Hall Closet – remove and pack all games on shelf, reduce coats, and clear floor area of closet.
- Clean all baseboards.

Suggested Investments:

- None recommended.



Living room

*Keep this room clear of all shoes, clutter, toys or any personal items as it is the **FIRST IMPRESSION** room.

Suggested Improvements:

- Remove TV, and all extra pieces of furniture to create a “formal” living environment.
- Turn sectional 90 degrees, keep one side table and lamp only.
- Large iron pieces to remain hung, all other wall hangings to be removed.

Suggested Investments:

- None recommended.

Dining Room

*Create inviting room by setting the dining room table with nice china and silverware. If that’s not possible, place a runner or bowl in the middle of the table.

Suggested Improvements:

- Add two leaves to create larger more formal table setting.
- Remove center panels of window treatments, keeping outer panels only, open as much as possible to create more light.
- Clean upper round windows.
- Clean light fixture and check all bulbs.
- Remove all office/desk/papers & non-dining-room items.

Suggested investments:

- Paint over the red to a neutral color or matching color to living room.

Kitchen/Breakfast Room

*This is the room that most people will value most in a new house because it’s the gathering area, so make it look as large as possible by clearing off all counters, refrigerator doors, pantry organized (if time arrange all cans facing forward like a grocery store), keep trash covered and out of sight. Make sure all cabinets are clean and no dishes are in sink. Take trash out before showings.



Suggested Improvements:

- Remove baskets from under island, keep island but clear of all items on top.
- Remove all items from counters other than essentials (coffee maker), plants in window, and large candles on the bar counter, bowl of green apples.
- Remove all items from desk area.
- Remove placemats, greenery from under glass, and back door rug.

Suggested Investments:

- None recommended, kitchen is nicely updated including granite, oversized tile floor, and dark cabinets.

Family Room

*Remove all games, toys, shoes, clutter, pet items and family pictures.

Suggested improvements:

- Remove armless chair, wine rack, and bookcase...keeping sectional (move away from wall), and TV/media cabinet (moved over centered on sectional), and one leather chair (without ottoman) on the wall opposite fireplace.
- Remove rug to make room appear larger.

Suggested investments:

- Replace green marble tile on fireplace surround (or consider painting over it)
- Paint orange walls back to neutral color matching the rest of the room.

Office/Study

Suggested Improvements:

- Remove extra file cabinets, and any non-essential furniture and items.
- Clear desk of all papers and personal items.
- Reduce contents of closet by 50%, clearing floor space.
- Remove all items on top of bookcase, and books only remain in shelves.
- Keep map on wall, and two large prints over desk, remove all other wall hangings and personal photos.
- Replace light bulb in fan.



Suggested investments:

- None recommended.

Powder bath

Suggested Improvements:

- Remove plant stand, magazine rack, and all small décor items.
- Relocate large art to the wall noted, remove other wall items.
- Clean fresh hand towel and nice soap.
- Empty trash before showing

Suggested investments:

- Replace carpet with tile, or stained concrete.

Laundry Room

*Remove all signs of laundry on your way out, keep laundry basket in your car if possible to hold all dirty laundry and items on your way out.

Suggested Improvements:

- Remove rugs, and laundry sorter.
- Remove litter box.

Suggested investments:

- None recommended. (love the baskets above cabinets!)

Master Bedroom

* Clean off all nightstands except lamp and few nice books. No shoes or laundry visible. Make sure bed is made up nicely. Arrange clothes nicely or if possible by color in your closet. If it's tight fit, box up all out of season clothes to make your closet appear larger. Arrange shoes nicely. No visible undergarments.

Suggested Improvements:

- Remove TV
- Remove wall hangings.
- Keep shades raised for more natural light.
- Relocate bench to the foot of bed.



- Clear all contents on top of dresser.
- Reduce closet contents by 50%

Suggested Investments:

- Replace Closet doors (or paint over brass with oil rubbed bronze)

Bedroom #1 (John Jr's room)

* Kids' rooms need to be clear of all toys, clutter and personal items. Consider a basket in the closet for quick pick up for showings.

Suggested Improvements:

- Remove posters from wall.
- Remove desk, and then move bed over to not block window.
- Reduce stuffed animals to just a few favorites.
- Reduce closet contents to 50% (great size closet)

Suggested Investments:

- Replace light switch cover to original/plain.

Bedroom #2 (Joe's Room)

* Kids' rooms need to be clear of all toys, collections, clutter and personal items. Consider a basket in the closet for quick pick up for showings.

Suggested Improvements:

- Remove all posters and name from wall.
- Clear closet floor and organize closet.
- Remove large chest of drawers.
- Relocate white cubbies/bookcase to chest of drawers wall and keep just a few baskets for legos, hidden items.
- Remove plastic bins, legos, and all other small pieces of furniture not needed.
- Keep side table, and move bed over centered on wall.
- Clear desk contents and organize/tidy shelves above desk.

Suggested Investments:

- None recommended.



Bathroom

Suggested Improvements:

- Remove sign over toilet.
- Keep all personal items hidden, clear counters. (*just like maids day)
- Remove Hamper.

Suggested Investments:

- None recommended.

Additional notes for EVERY ROOM:

- Make sure all baseboards are wiped down with no visible dust.
- Dust all ceiling fans.
- Pick up all clutter.
- If needed replace light switch covers with new ones.
- Any walls with fingerprints or scuff marks, use magic eraser.
- Use Old English for wood floor scratches, scuffs.
- Replace any light bulbs needed.
- Clean all windows and glass doors.

Garage/backyard

Suggested Improvements:

- Clear any dead leaves, trash, clutter.
- Sweep patio/garage floor.
- Keep a pathway to walls of garage for access to sprinklers, electrical panel, etc.
- Do not block attic access.
- Remove any outside toys, clutter, plastic furniture, etc.
- Move patio table off to the side so door is not blocked.



Recommended Vendors

The below businesses have proven over the years to be reliable and dedicated professionals, to myself and fellow business partners. If at any time you receive service from one of the below recommended vendors, and are dissatisfied...please let me know right away. I appreciate and value all feedback from my clients, and am only looking to help make your home staging/selling experience as rewarding as possible.

Moving and Storage: Aikman Movers 817-354-4444

Professional Cleaners: Maria Cervantes 214-492-9138

Professional Carpet Cleaners: www.zerorez.com

Landscapers/Gardeners: Isidro Ramirez 972-537-8601

General Contractor/Handy Man: Cornerstone Handyman, Paul Atkinson 214-364-5040

Painter : Fran Yonkers, Paragon Painting 972-877-0489

Disclaimer - **While It's Simply Yours may recommend the above service providers, we make no guarantees as to their performance and is held harmless from these third-parties.



Showing Instructions - Open House Check List

As your HSR Certified Professional Home Stager, I want to go over a few things to do before you show the house. This will make the most out of your potential buyer traffic and appeal to all of their senses while creating “Emotional Connection Points” for them to respond to throughout your home.

Curb Appeal

- Park cars down the street and away from driveway and front of house in order to give buyers clear picture of home
- Remove any front lawn debris, toys, trashcans, pet debris etc.
- Garage doors down and front door wide open
- Lay out “Emotional Connection Points” we have prepared: i.e. bench with pillows or bistro table with settings

Interior

- Quickly go through home and pick up any extraneous items i.e. toys, clothes
- Turn ON every light in the home and light candles (only in safe areas when you know your Realtor will be around)
- Open all blinds and window coverings for maximum light (unless there are privacy or view issues)
- Spray and wipe bathroom and kitchen counters
- Quick vacuum high traffic areas (if time)
- Fluff couch pillows, place throw strategically, organize coffee table
- Fire in fireplace if appropriate
- Close TV cabinet doors
- Turn on interior lights in china cabinet or shelves
- Set out dress towels in bathroom
- Toilet seats down
- Fluff beds and pillows in all bedrooms
- Keep music on low (use TV cable in order to keep uniform in every room)
- Always have fresh flowers on hand during home selling months and place them through out home (particularly in bathrooms and bedrooms)
- Bake chocolate chip cookies in oven and give to guests along with a pitcher of lemonade on tray or coffee brewing on a tray
- Ideally have windows open but make sure the home is comfortable temperature
- All ceiling fans should be on low
- All doors in house should be open as far as they can go EXCEPT closet doors (unless walk in)
- Set out “Emotional Connection Points” in each room; ie set out kitchen place settings, bed tray, patio trays etc.
- Remove any pet dishes, litter boxes completely
- Empty all garbage cans (especially in kitchen)



A Word about Closets...

Many stagers will ask you to clean out ALL of your closets and cabinets on the off chance a buyer will look through it. We think this is a good idea but a bit over the top. Remember, our focus is on the priority transformations, not to drive you crazy with a lot more work. Ideally, since you will be packing things away anyway take a closet at a time and weed out anything you haven't used in four months.

With that said, the Master Bedroom closets are the exception to this rule. This is an area that homebuyers pry into, so it's a good idea to appear spacious, neat and organized. The more anal you appear to be, the more your homebuyer will view the house as "taken care of". Below is a step by step checklist of how we suggest you attack your master bedroom closets:

- Pack away anything you have not used or worn in four months. For most of us, it's about 80% of our wardrobe. Think ahead in terms of weather and special events but overall this should not be hard to do.
- Group by item starting with shirts, blouses, jackets, skirts and lastly pants (If you have a walk-in closet, pants should be in the back.) Separate the His and Hers sections.
- Within each item category, arrange by color
- Make sure each item is facing the same direction (away from the door)
- Organize shoes preferably in a rack on the floor
- Clear off and pack away anything on the top of the closet shelf
- Organize any "loose" items such as belts and scarves in matching boxes or baskets on the top of the closet
- Consider buying inexpensive hat boxes/nesting boxes for accessories to add a little drama
- Consider buying wood hangers OR matching hangers
- Consider buying a closet organizer (Target has these now) which can be very appealing to homebuyers
- Finally, since closets usually don't have any natural light, make sure your artificial light is extra bright by replacing the bulbs and cleaning the fixtures

**Remember, it is a lot easier to "let go" of unused items today, then to unpack them tomorrow! Consider this staging process the ultimate in "spring cleaning!"



Home Preparation Plan for Staging Refinement/Photo Day

In order to get the most out of our Staging time, it is recommended that you follow this quick checklist to prepare your home:

- **Disassociate yourself from your home** – Staging success starts when you begin to view your beloved home as your number one commodity to sell! It's impossible for a home owner to be "objective" with their belongings and home (that's what I'm here for) but you can start by critically assessing each room and comparing them to the photos in my "***Staging and Selling for Top Dollar Guide***." It will also help to say to yourself, "*This is not my home; it is a house -- a product to be sold much like a car or piece of furniture I put on Craigslist*".
- **Commit to the Process** – In this more competitive marketplace, there's no room for half-heartedness! You either commit to selling your home or hold it. Disassociating from your home and making sure it's the best-looking home on the market in its price range is a first step. The Staging Process can be tough, but it gets results and allows you to sell your home faster and for more money if you follow through the entire staging process for optimum results.
- **Clear the items that I have placed a sticker on from each room** – One of the primary goals for our staging time is to create a "sense of space" for the buyer and in order to do that, we need to clear out excess items that will not speak "positively" to our buyers. **It is ideal to obtain a storage locker for excess items and I have a recommendation and discount for one in my *Recommended Vendors List*. If it's not practical given your budget to get a locker, then simply packing those items in the garage will work.
- **Pre-move or pack anything else we may have discussed in the Consultation** – In order to insure proper handling, sensitive/valuable items or electronics will need to be moved ahead of time and will be discussed in the Consultation.
- **Repair/Update/Replace anything we may have discussed in the Consultation (or see attached list of ROI Recommended Cosmetic Improvements)** – You can use my *Recommended Vendors List* or I am happy to offer Full-Service Vendor Coordination for your convenience at an hourly rate.
- **Have the home professionally cleaned (dishes done, beds are made, laundry put away, etc...)** – One of the primary goals of our staging time is to get fantastic photographs of our completed rooms, so that the 9 out of 10 buyers online first viewing the photos, drive to your home! The best way to get the most out of my time, as well as great photos is to have your home professionally cleaned beforehand. I have a recommended cleaner and discount available to you in my *Recommended Vendors List*.
- **Clear your kitchen counters of excess and unused appliances, place your best cookbooks/kitchen décor items out for the Staging Day.** – If you have appliances that you use regularly keep them out but consider packing excess glasses/dishes, so that we can find a convenient home for those items that you still need on-hand.
- **Clear off bathroom counters of any personal products, place your best towels out for the Staging Day**
- **Packing Starts Now** –start packing away the items you know you won't need in the next six months. Carefully label the boxes and stack them in your locker or garage. **Remember, it's much easier to simply get rid of unused items today, then to unpack it tomorrow!

The Hard Truth about Toys

Let's face it, toys are unsightly. Toy rooms in a home (especially living rooms used as toy rooms) are huge turn-offs to buyers! Toys in rooms other than bedrooms are deal breakers, so get the children on board by having them keep their special things in their own special place.

I know it's tough to control the toys when you have very little ones because you want to have an eye on them at all times. An easy solution is to use a floor mat and basket of toys that you can easily tuck away in a closet or cabinet for home showings.

Tip: Big baskets are a seller's companion, so give each child a basket to fill nightly with any toys that have travelled out of their bedrooms. Personally, I have a toy rule in my home in that toys that travel into my spaces (kitchen, office and living area) will meet an untimely death.



You're committed to selling your home and the best way to adjust your children to the idea of a big move is to get them onboard right away! Children love to be involved, so take a moment to explain the importance of this move for your family and the expected, age appropriate role they can play in this move.

Since so much of preparing your home to sell is "spring cleaning" (see 3 Steps to Less is More), have your children break up their toys into bins according to type. Let them know that they can have two bins at all times to play with and when they get tired of those bins, swap them out with the other bins they've created.

Now is also a great time to go through the children's clothes (or have them do this if they are old enough) and donate the clothes that no longer fit.