

## Some Tips on Staging Your Home

Staging a home that is for sale has proven to be one of the more effective ways to sell your home for more money and in a shorter time. The investment of staging your home will always be less than ANY price reduction. The average days on the market of a non-staged home is 83% longer than one that is staged properly. You're better off making the decision to stage your home right from the beginning.

Staging can be as simple as removing heavy dark drapes, applying a fresh coat of paint, or painting over dark woodwork from the 70's. When I am out showing homes, I find that buyers do not stay inside of a dark home for very long. An easy thing to do is open all of the curtains for a showing. The typical cost to lighten and brighten a room is \$250-\$350 and can add \$1500-\$1600 to your sale price.

Another important action to consider is to clean and de-clutter by starting to pack the things that you do not plan to throw away. Get rid of any extra pieces of furniture that make a room look crowded. By de-cluttering your home you can expect a quicker sale and a higher sale price. Typical cost to de-clutter is \$200-\$300 and can add \$1500-\$2000 to your sale price.

The question of remodeling always comes up. I only recommend a complete remodel of your kitchen or bathroom if they are functionally obsolete. For the cost of a new kitchen - \$10,000 to \$25,000, depending upon quality of materials used - you may only increase your sale price by not even one third of the cost of the job. You are better off repairing and painting cabinetry and switching out the handles and hinges for updated ones. For the bathroom, having the tub resurfaced is a better investment than replacing it.

Remember, the most important reason to stage your home is to increase the saleability of your home. In a market with an oversupply of housing, you must make your home stand out compared to the others.

If you would like professional help with staging, give me a call and I'll put you in touch with someone who can help.

Kelley Knitz

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