STAGED TO SELL



ERA REAL ESTATE PARTNERS

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WELCOME

Solid planning based on proven staging principles. We’re about to show you how.

WHAT IS HOME STAGING?

When you put your house on the market, it becomes a product that’s for sale. Through home staging, you can create an attractive, organized space that will make a great first impression and help potential buyers visualize themselves living there.

WHY STAGING MATTERS

Home staging helps sell your home faster and at a higher price by making a stronger first impression.

- Look at your house through a buyer’s eyes. Decide what’s appealing and what’s distracting. Your sales associate can help you be more objective.
- Make the positive aspects of each room stand out.
- Remove most personal possessions. Buyers don’t want to feel like they’re intruding. They want to visualize the space as if it were their own.

*According to the National Association of Realtors® (NAR) 2025 Profile of Home Staging.

SETTING THE STAGE

Staging your home systematically allows you to plan and prepare your property for sale. We suggest going room by room and that you do not stage the entire house at once. Follow these steps and you'll be done before you know it.

01 ASSESS THE ROOM
How is it used and can it be used for any other purpose?

02 TAKE INVENTORY
What stands out about the room? Pick a focal point and draw attention to it.

03 REMOVE CLUTTER
Do one room at a time, going from small spaces to larger ones. Box up all non-essentials, including closet clutter.

04 DEPERSONALIZE
Remove personal collections and most pictures. Make your property appealing to the largest pool of buyers.

05 RENEW, REPAIR, REPLACE
Fix the little things that make buyers wonder, "What else is wrong?" Before doing renovations, check in with your sales associate.

06 REARRANGE FURNITURE
Minimize furniture in dining rooms, bedrooms and living rooms. Whatever you remove can go into storage or in other rooms.

07 RE-ACCESSORIZE
Highlight the focal point of each room. You may need to go back to items you removed from one room to add to another.

08 FINE-TUNE YOUR WORK
Concentrate on details and revisit your focal points. If the focal point still isn't clear, revisit steps 1 through 7.

09 CLEAN, CLEAN, CLEAN
Straighten closets and clean inside kitchen and medicine cabinets. Assume buyers will look in every nook and cranny.

10 ADD LIFE
Use potted plants or a bowl of fruit. A touch of nature always livens up a home.

11 TARGET HIGH-IMPACT ROOMS
Concentrate on the rooms buyers value most. In order of importance, they are: the living room, kitchen, primary bedroom, dining room, bathroom, children's bedroom and guest bedroom.

12 BORROW DESIGN CONCEPTS
Generate new ideas from magazines, real estate TV shows, Instagram, Pinterest, YouTube as well as from researching homes for sale, both physically and online.

13 PREPARE TO SHOW
Getin the routine of preparing your home for a showing. Follow our Showtime Game Plan, to help present your house at its best.

14 ASK FOR HELP
Your sales associate can recommend storage facilities and assist with discounts on repairs and supplies.



FRESHEN UP
YOUR HOUSE

To help the next owners envision their new life in their new home, here are some easy tips:

ATMOSPHERE

Stage accent items in groups of three that form a visual triangle with a high, medium and a low level.
Create an inviting mood with warm lighting and neutral colors.
Make all outdoor areas inviting and prime for entertaining.

FURNITURE

Group furniture away from walls to create balance.
Arrange furniture to emphasize the room, not the furniture.
Place bold or dramatic furniture in storage.

LIGHT

Add tons of light – preferably natural light. Place a reading lamp behind a chair, in the corner, to create a cozy nook.
Place mirrors across from windows to add natural light and give the impression of more space.
Eliminate dark, heavy drapery and replace with materials that let light filter through.

PAINT

Paint is a low-cost investment with a high rate of return.
Keep the color palette neutral and subdued.
Paint an accent wall with a bolder color.

CREATING CURB APPEAL

Make your property look good from the outside in by focusing on these five key exterior areas. Make sure to maximize the livable parts of your outdoor space.

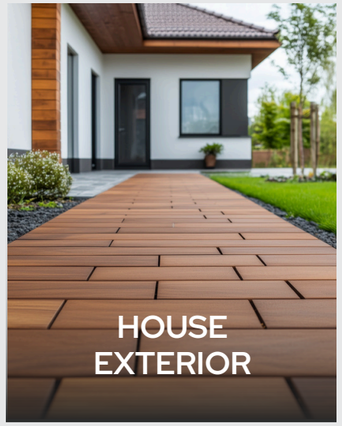


ESSENTIALS

- Prune bushes, trees and shrubs, in spring and summer.
- Mow and edge the lawn. Seed, if needed.
- Weed and maintain flower beds, lawns and planters.

SMART MOVES

- Create a focal point in the yard. Add a bench to areas that curve inward. Add a tree, water feature or decorative brick to flower beds.
- Lay fresh mulch in flower and tree beds.
- Add lighting on walkways, shine lights on trees, keep lights in working condition and remove cobwebs, dirt, etc.



ESSENTIALS

- Clear roof and gutters of all debris.
- Inspect the paint or siding. Touch up paint where needed and consider power washing.
- Wash all windows and remove screens.

SMART MOVES

- Make sure thehouse number is visible.
- Check the mailbox for chips and dents. Replace, if needed.
- Paint front door for a fresh accent.



ESSENTIALS

- Keep your entryway and porch swept and clean. Put away all toys, bikes, scooters, etc.
- Polish all exterior metal. Replace door hardware, if necessary.
- Make sure doorbell and exterior lights are working properly.

SMART MOVES

- Create an inviting focal point in your entryway by adding a chair or bench.
- Use large planters filled with flowers or evergreens to welcome visitors.
- Get a new welcome mat that matches the style of the house.

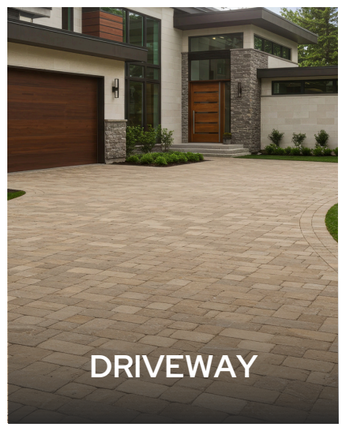


ESSENTIALS

- Clean or power wash concrete steps, patios, siding and decks.
- Clean and repaint wood and wicker furniture. Clean or replace cushions.
- Clean and rinse umbrellas. Eliminate mildew.

SMART MOVES

- Create a separateand inviting entertainment space.
- Create a warm environment with an outdoor sofa and accent cushions.
- Add sealer to decks to make them look almost new.



ESSENTIALS

- Fix pavement/driveway cracks.
- Remove visible oil stains.
- Seal driveway for a fresh look.

SMART MOVES

- Keep car(s) off the driveway and away from the front of the house.
- Keep garage doors down during open houses, or when the house is shown.
- Power wash garage doors and clean windows.



STAGING ROOM BY ROOM

Take the following steps to give each room in your home the greatest appeal possible.

Focus on one area at a time, moving through the house and experiencing it as a potential buyer would.



ESSENTIALS

- Repaint, if necessary.
- Clean interior entry of all clutter.
- Clear and clean out front hall closet.

SMART MOVES

- Add a large throw rug to a foyer with hardwood or tile floors.
- Upgrade flooring, if needed.
- Add a table or bench with a place for keys.
- Add a vase of fresh flowers.



ESSENTIALS

- Repaint walls, if needed.
- Clean light fixtures.
- Clean and refinish flooring.

SMART MOVES

- Remove tablecloth and add fresh fruit as a decorative touch.
- Remove extra leaf from table to make the room appear larger.
- Keep four chairs and put others in storage.



ESSENTIALS

- Repaint or touch up walls and ceilings.
- Clean fireplace, mantel and shelving, and minimize knickknacks.
- Shampoo carpets and/or wax wood floors.
- Clean upholstery and drapes and replace or cover worn furniture.
- Clear off all coffee tables and end tables to just two or three books.

SMART MOVES

- Make a window with a spectacular view, or a fireplace, the focal point of the room.
- Rearrange furniture to showcase the room's best feature and create additional space.
- Use lamps to create light in darker corners of the room.

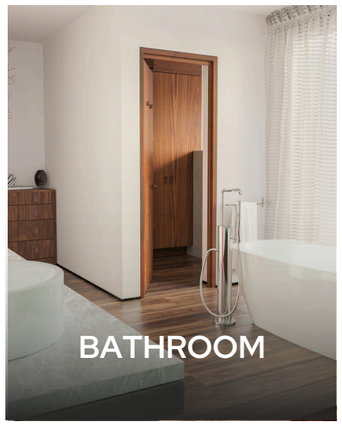


ESSENTIALS

- Repaint walls. Combine neutral colors with small color highlights for a warmer feel.
- Clean and polish everything inside and out.
- Make appliances, faucets and fixtures sparkle.
- Clean around tiles and grout with bleach.
- Keep soaps, towels, sponges and cleaning products under the sink, and empty the garbage regularly.
- Remove magnets, photos, etc. from the front of your refrigerator.
- Create more counter space by storing appliances in the cabinets.

SMART MOVES

- Place an open cookbook next to fresh herbs.
- Turn the lights on and open the curtains. Consider adding recessed lighting around the perimeter.
- Highlight charging stations and places to use smartphones. and tablets.



ESSENTIALS

- Repaint walls, if needed. Consider removing any wallpaper.
- Clean tile and grout and re-grout, if necessary.
- Reduce toiletries to a few decorative pieces and minimize shower accessories.
- Clean or replace shower curtain, preferably with a solid color.
- Remove toilet seat covers and throw rugs.

SMART MOVES

- Consider updating bathroom fixtures.
- Keep toilet lid down at all times.
- Consider adding new, fluffy towels and coordinate them using two colors, at most. They can suggest luxury for little cost.

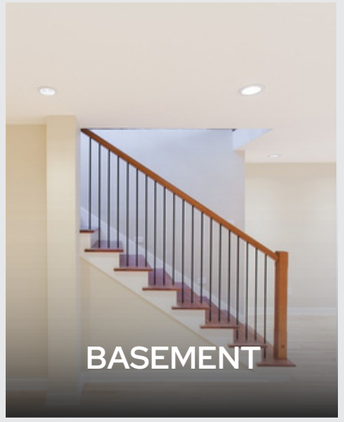


ESSENTIALS

- Repaint walls, if necessary. Use neutral colors.
- Remove most personal mementos and clear off bedside table, except for a small lamp and one book.
- Streamline closets by removing off- season clothes and organizing contents.
- Consolidate toys in children's rooms.

SMART MOVES

- Consider investing in new bedding.
- Make beds everyday.
- Keep only essential furniture: bed, nightstand and dresser.

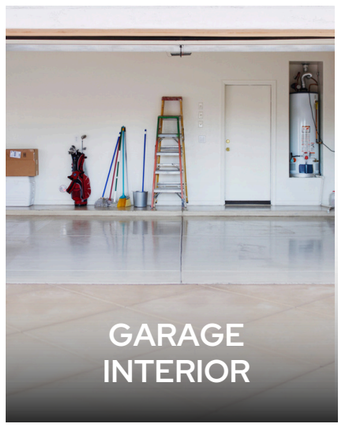


ESSENTIALS

- Paintwalls, as needed.
- Be aware of smells.Use odor absorbers, if necessary.
- Repair cracks in the ceiling or walls and clear any drains.
- Organize storage items in bins or boxes.
- Replace light bulbs and/or add lighting, if needed.

SMART MOVES

- Use a throw rug and couch to create a living space.
- Add a craft table or workbench and tools.
- Make laundry area pleasant and functional. Organize with cabinets and shelving.



ESSENTIALS

- Touch up paint in finished garages.
- Remove oil stains from the floor.
- Clean and replace light fixtures

SMART MOVES

- Organize tools on a pegboard.
- Add a workbench.
- Group like-items together on shelving units.





The final preparation is to have a game plan every time the property is being shown – from open houses to private showings. If you have any questions at any time during your staging process, don't hesitate to call your sales associate.

SHOWING DAY GAME PLAN

CLEAN

- Put away pet food bowls.
- Clear the kitchen sink.
- Pick up all children's toys.
- Close garage door.

BRIGHTEN

- Open shades and curtains.
- Turn on lights.

CREATE ATMOSPHERE

- Play soft music.
- Give the house a subtle, pleasant aroma with fresh cookies, a lit fireplace, fresh flowers, etc.
- Set the thermostat to a comfortable temperature.

SHARE INFORMATION

Display house and community information prominently:

- Consider providing paid utility bills and current property tax receipts.
- Provide real estate listing sheet and floor plan, if available.
- Make a list of home upgrades and include dates, if available.
- Create a map and/or list of community features and points of interest.
- Make copies of warranty information on appliances.



SHOPPING LIST

FURNISHINGS

- ◯ Bedspreads
- ◯ Throw pillows / blankets
- ◯ Neutral artwork
- ◯ Table lamps

HARDWARE

- ◯ Paint / brushes
- ◯ Cabinets
- ◯ Faucets
- ◯ Light switch covers
- ◯ Light bulbs

ACCESSORIES

- ◯ Magazines
- ◯ Fresh flowers
- ◯ Fruit bowl
- ◯ Art books

KITCHEN

- ◯ Drawer organizers
- ◯ Decorative canisters
- ◯ Potted herbs
- ◯ Cookbooks
- ◯ Shelf liner

BATHROOM

- ◯ Fluffy towels
- ◯ Shower curtain
- ◯ Candles
- ◯ Toilet seat
- ◯ Faucets

CLOSETS / DRAWERS

- ◯ Organizers
- ◯ Hangers
- ◯ Shelf liner
- ◯ Storage bins

GARAGE

- ◯ Pegboard
- ◯ Fluorescent lights
- ◯ Storage bins
- ◯ Shelving

EXTERIOR / PATIO

- ◯ Power washer
- ◯ Deck stain
- ◯ Exterior paint
- ◯ Seat cushions

LANDSCAPE

- ◯ Hedge trimmers
- ◯ Lawnmower
- ◯ Plants / flowers
- ◯ Grass seed
- ◯ Fertilizer

CLEANING SUPPLIES

- ◯ All-purpose cleaner
- ◯ Window cleaner
- ◯ Degreaser
- ◯ Furniture polish
- ◯ Odor absorbers
- ◯ Paper towels
- ◯ Mop / broom / bucket
- ◯ Carpet cleaner

MISCELLANEOUS

- ◯ _____
- ◯ _____
- ◯ _____
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- ◯ _____
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- ◯ _____



BUDGET
WORKSHEET

Improvement	Timeline for completion	Estimated cost	Actual cost
Cleaning supplies / services			
Subtotal			
Paint supplies			
Subtotal			
Curb appeal			
Subtotal			
Exterior			
Subtotal			

Improvement	Timeline for completion	Estimated cost	Actual cost
Interior			
Subtotal			
Garage / storage			
Subtotal			
Miscellaneous			
Subtotal			
Open house expenses			
Total			

NOTE: Always use proper safety precautions and consult with qualified professionals when necessary before attempting any home maintenance project.

NOTES



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