



Preparing for Your Home Staging Consultation

We understand that you may be ready and prepared to declutter, depersonalize, and clean your home – but be careful! We want to ensure that all areas are addressed in the correct order. Below are some tips on getting ready for your home staging consultation:

DO

- Start to look at your house objectively, from an outsider's perspective, and think of who your target buyer might be (remember, you may not fit the demographic of your prospective buyers).
- If you have begun the decluttering process, please be sure to keep some non-personal decorative items available in case they could be worked into your staging plan. While everything might not fit into the final plan, it is best to allow us to review these items before packing them away.
- If you have selected new finishes that are not yet installed (e.g. paint, flooring, countertops, cabinets, light fixtures, etc.), please have samples available of any materials so that we may align our recommendations with these planned updates. If you have not yet finalized your selections, we would be happy to review the samples and provide feedback.
- If possible, please ensure that all decision-makers in the household are present for the consultation. We understand that due to timing and availability this may not be possible, but to avoid any miscommunication we recommend striving for this. We will summarize and include the notes discussed during the evaluation in your custom proposal; however, the explanations for the recommendations will not always be noted and the intent of them may not be clear to those not present at the time.

DON'T

- Over-prepare/over-declutter – we will include recommendations that are specific to your home in your custom proposal. You can absolutely review all of the reading material/guides we have provided before the consultation (time permitting, of course!), but the majority of it will be most pertinent will AFTER implementing our recommendations.
- Clean – this is one of your last priorities and we want to ensure that you have the time to implement our recommendations. No need to stress about cleaning the house before we arrive, but feel free to read the cleaning checklist to see what is required before listing.
- Make any major renovation decisions before reviewing with us. We know that you may have some ideas for updates and repairs already, but we want to be sure that the money that you invest in your house is spent in the best areas for increasing the sellability of the house and provides you with the greatest return.