How to Sell Your Home for $20,000 MORE

TEMPLETON
REAL ESTATE GROUP

Fact:

On average, staged homes **sell faster and for more money** than unstaged listings.

Why?

▶ When a home is gorgeously staged, prospective buyers don't have to work to visualize the livability of the space.

▶ Professional staging highlights the best features of the home while distracting from minor flaws.

▶ Staging and styling prepares the listing to hit the market strong and quickly attract the highest and best offers.

What?

Home staging is unique to each listing because it should complement the space and play up the strengths of the home. However, there are a few tips that will benefit any listing:

Curb Appeal

► The exterior of the home is the first thing prospective buyers are going to see, so it's important that they get a great first impression.

► Store away garden hoses, trash cans, grills, planter boxes and anything else that detracts from your home's exterior aesthetic.

► Give your listing a homey touch by adding a new welcome mat. Be sure to sweep off dirt from walkways and driveway.

Declutter & Organize

- ▶ A clean home is a sold home. Hire professional cleaners to ensure everything from baseboards to ceiling fixtures shines.

- ▶ Buyers will likely look in cabinets and closets, so tidy up shelves and fold sheets and towels. (This doubles as great moving prep.)

- ▶ Store away collectibles, pet items, family photos, extra furniture, and appliances from kitchen counters to make the space look larger.

- ▶ A squeaky-clean home tells prospective buyers that the property was well-maintained and cared for by current owners.
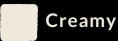
Paint

Painting is one of the most economical ways to add value to your home.

Painting Pro Tips:

▶ Paint the majority of your home the same color. This provides a well-maintained, seamless look.

▶ Pick warm, neutral colors for walls. Room-specific colors don't appeal to everyone and may be more distracting than flattering.

▶ The right colors will add emotional value as prospective buyers tour your home and envision living in it.

Our Go-To Colors: *(available at Sherwin-Williams)*

Agreeable Gray	Creamy	Accessible Beige

Functionality

Making awkward spaces more functional is essential to home staging and styling.

Why?

▶ Staging unique rooms and areas provides potential buyers with answers rather than leaving them with questions.

▶ Well-executed staging of an awkward space will add value to the home and will stand out in the buyer's mind for the right reasons.

▶ Unconventional spaces are great opportunities to fill in missing features: add a desk, chair and decor for a makeshift office.

Sounds great, but...

Still feeling unsure about staging your home or simply don't have the time? **WE CAN HELP!**

We offer:

▶ Complimentary home staging and styling to all of our listing clients from our certified interior staging coordinator.

▶ A staging consultation and home preparation report to identify cosmetic opportunities with an easy-to-follow staging plan.

▶ Professional photography with targeted marketing to ensure prospective buyers get a great first impression of your listing.

Proof in numbers

MLS stats show our listings **sell faster and net more profit** on average than other resale, single-family listings in Ada county.

The breakdown:

▶ A $500,000 home listed, staged and marketed by us is projected to net $20,000 above similar listings.*

▶ On average, our listings go pending in under 9 days; 3 times faster than the average MLS agent.

▶ Our agents handle significantly more transactions for resale, single-family homes than other agents in Ada county.

Results vary. Contact us for specific stats regarding your home

Recap

Our clients receive complimentary staging, professional photography, targeted marketing and guidance from a team of experienced agents.

If you're ready to:

- ▶ Sell your home faster
- ▶ Maximize your net profit
- ▶ Work with real estate professionals who are always available for you

Then call or email us TODAY!

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