



## STAGING TO SELL

A SOUTHERN ATHENA CHECKLIST

Congratulations on making the decision to sell your home with Southern Athena! We are excited to be your personal guide through the sales process and help you with design decisions as you stage your home to sell. National averages show that **staged homes sell for 6.9% higher and 50% faster** than non-staged homes.

We are dedicated to “Building a Beautiful South” and showcasing your property in the best light possible. We want Buyers to fall in love with your home. Use this Staging checklist as you begin the process of designing and looking at your property in a different light. We hope it helps you to uncover the hidden value in your real estate.

- 1st Schedule a consultation with your Southern Athena Listing Specialists.
- Go tour local open houses to get in a “Buyer’s frame of mind”.
- Check out decorating trends at a local New Construction / Developer showroom.
- Open All of Your Curtains and Blinds - Brighten Up your Rooms with Natural Light.
- Declutter 75% of Your Space by removing 3 out of 4 items in every room.
  - ✓ Start with Living Areas, Bedrooms, and Bathrooms.
  - ✓ Don’t forget common hiding spots! - Laundry Room, Refrigerator, Garage, Closets
  - ✓ Remove any dated items like old electronics, TVs, or out of style textiles.
  - ✓ Remove all personal, religious, dangerous, or valuable items (including prescriptions!).
- Give Your Home a Professional Deep Clean.
  - ✓ Pressure Wash driveway and exterior siding.
  - ✓ Use fresh, not harsh, smelling cleaning products.
  - ✓ Start from top to bottom and don’t forget fan blades, window screens, and trim.
  - ✓ Replace all air filters.
  - ✓ Find a place for your furry friends between cleaning and showings.

- Focus on Curb Appeal
  - ✓ Mow your lawn the day before photos.
  - ✓ Mulch and add flowers to both sides of walkways or entrance.
  - ✓ Add a welcome mat, new hardware, home #'s and seasonal wreath to your front door.
- Use the Rule of 3's when placing decor (3 pillows, 3 pillar candles... keep the eyes moving).
- Add a focal point to each room (Large mirror, Fireplace mantel, Table Setting, Accent Wall).
- Arrange furniture to create gathering spaces. Use the size of an area rug as a guide.
- Paint with neutral colors - Shades of Grey are currently in style.
  - ✓ Test paint colors on different walls and times of day before committing.
  - ✓ Use matte, low VOC paints.
  - ✓ Save any extra paint for Buyer to use for touch ups later. \*Good Karma Bonus!\*
- Update light fixtures.
  - ✓ Use natural, warm, and daylight bulbs - (no bright white, fluorescent or cool color bulbs)
  - ✓ If speciality bulbs are used such as LED or Filament, be sure to advertise!
- Update outdated hardware or fixtures.
- Focus efforts on your patio, deck or an exterior space. In the South they have > 90% ROI!
- Shop Local and online for inexpensive staging items: lamps, rugs, statement pieces.
- Use DIY metallic paint, chalkboard paint, or whiteboard paint to make small statement items.
- Add local themed Prints, Pillows, Artwork, Maps, etc.
- Have your home professionally photographed.
- Bake Cookies and leave out before a showing. Or use Citrus & Peppermint scents to freshen.
- Celebrate all the offers you receive - Your home looks great, smells great, and is Staged to Sell!

Thank you for downloading our FREE Staging to Sell Checklist. Be sure to check out even more Southern Athena resources online and snap us your before and after photos!

[@SouthernAthena](#) & [#buildingabeautifulsouth](#)

If you want a more personalized staging experience, our team of design specialists can help. Contact us today and ask for Liz! - [Elizabeth@SouthernAthena.com](mailto:Elizabeth@SouthernAthena.com) and (615) 429-3382.