

Kirk Rickman & Victoria Carter

Staging Your Home To Get The Most Money

www.TwoMoveYou.com

TwoMoveYou Guaranteed Real Estate

Love The Home You **BUY**
Or We'll Buy It Back!*

GUARANTEED!



Your Home **SOLD**
GUARANTEED!

Or We'll Buy It!*

*Seller and TwoMoveYou must agree on price and possession date

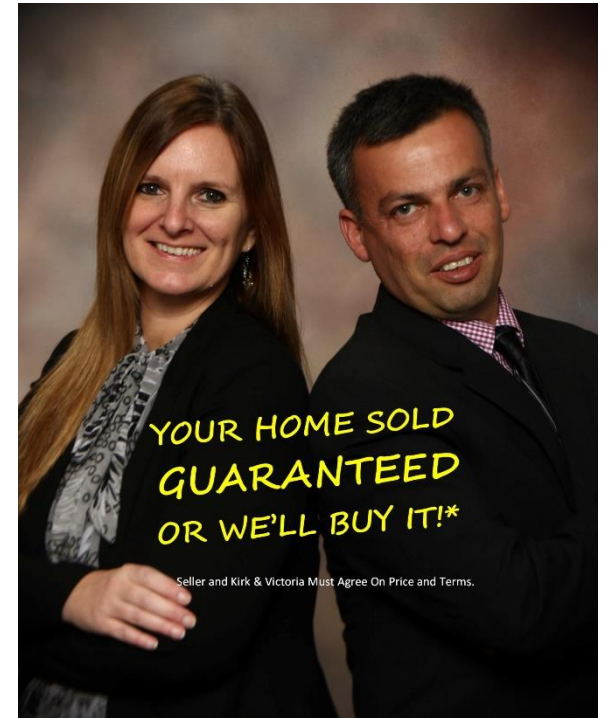
*Some conditions apply

What We Will Cover

Your Home **SOLD**
GUARANTEED!
Or We'll Buy It!*

*Seller and TwoMoveYou must agree on price and possession date.

- Preparation Tasks
- Possible Challenges
- Examples And Practice
- Common Furniture Layouts
- Maintaining a Staged Home
- Assigning Responsibilities
- Open Houses and Showings
- Benefits and Contact Information



Preparation Tasks

Your Home **SOLD**
GUARANTEED!
Or We'll Buy It!*

*Seller and TwoMoveYou must agree on price and possession date

There are many areas of preparation that must be done **BEFORE** you begin staging:

- De-Clutter
- De-Personalize
- Light Fixtures
- Window Coverings
- Repairs
- Clean
- De-Odorize
- Wall Coverings (Paper and Paint)
- Furniture
- First Impressions Outdoor Space

Preparation Tasks

Your Home **SOLD**
GUARANTEED!
Or We'll Buy It!*

*Seller and TwoMoveYou must agree on price and possession date.

- **De-clutter**

Remove any items that are over-crowding any room. This includes excess furniture.

- **De-personalize**

Remove any personal pictures, religious items and sentimental pieces.

- **Light Fixtures**

Replace and burnt out bulbs, replace if necessary any out dated fixtures.

- **Window Coverings**

It is a good idea to include the window coverings in the sale of the property, however, if they are out dated determine if it is worthwhile to replace them.

- **Repair and Paint**

Access the home for any repairs that needs to be looked at. Example a dripping faucet or leaky toilet.

Painting gives a great return on investment. Neutral colours should be used when repainting.

Preparation Tasks

- **Clean**

A clean home gives buyers a good feeling about your home. Your efforts will be wasted on decorating if the house is not clean.

- **De-odorize**

Strong smells such as cooking or pets can turn away potential buyers. Do not attempt to mask the odors with strong fragrances.

- **Wallpaper**

Dated wallpaper should be removed and walls painted in neutral colours.

- **Furniture**

Remove furniture that are cluttering a room or if the pieces are in poor condition that may take away for the room.

- **Curb appeal**

This is the first place buyers will see. Lawn should be cut and hedges trimmed and the path leading should be clear and free of garbage.

Looking At A Room



Dressing Up An Empty Room

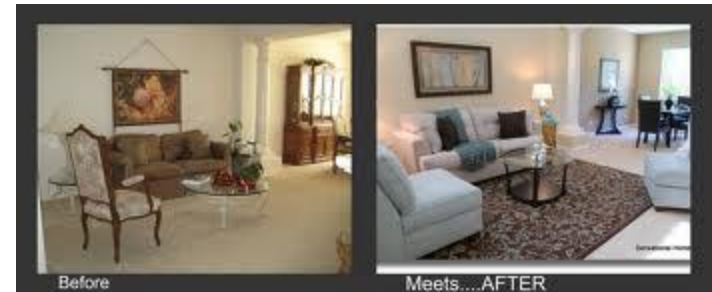


What Techniques Applied To These?



More Examples

TwoMoveYou Gives Free Staging Consultations



Your Possible Challenges

- The rooms are too small
- Strange layouts
- No time or money to stage
- No furniture or too much furniture
- House needs too many repairs
- Kids and Pets
- Daily routines to maintain the look

Common layouts

This template provided by "The Staging Assistant"

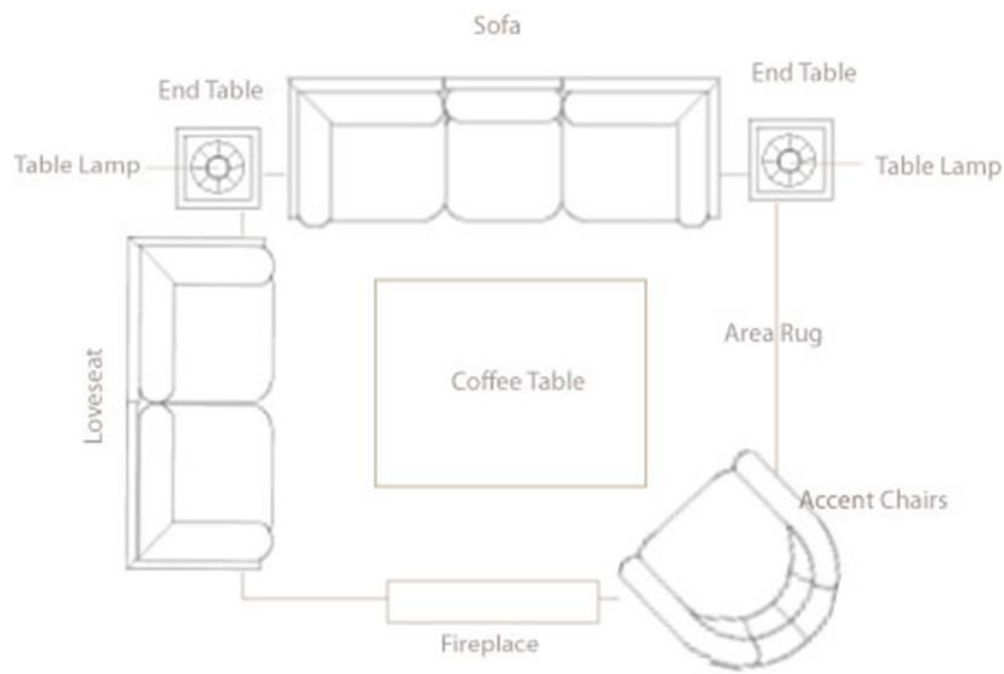
FURNITURE LAYOUT TEMPLATES

Living Areas

Layout 1

Tip:

Place seating around a fireplace.



Note:

The fireplace represents a fixed object in a room. You can use this same template without a fireplace by substituting another fixed object in its place.

[Example: a window, TV unit, built-in shelving & more]

Common layouts

This template provided by "The Staging Assistant"

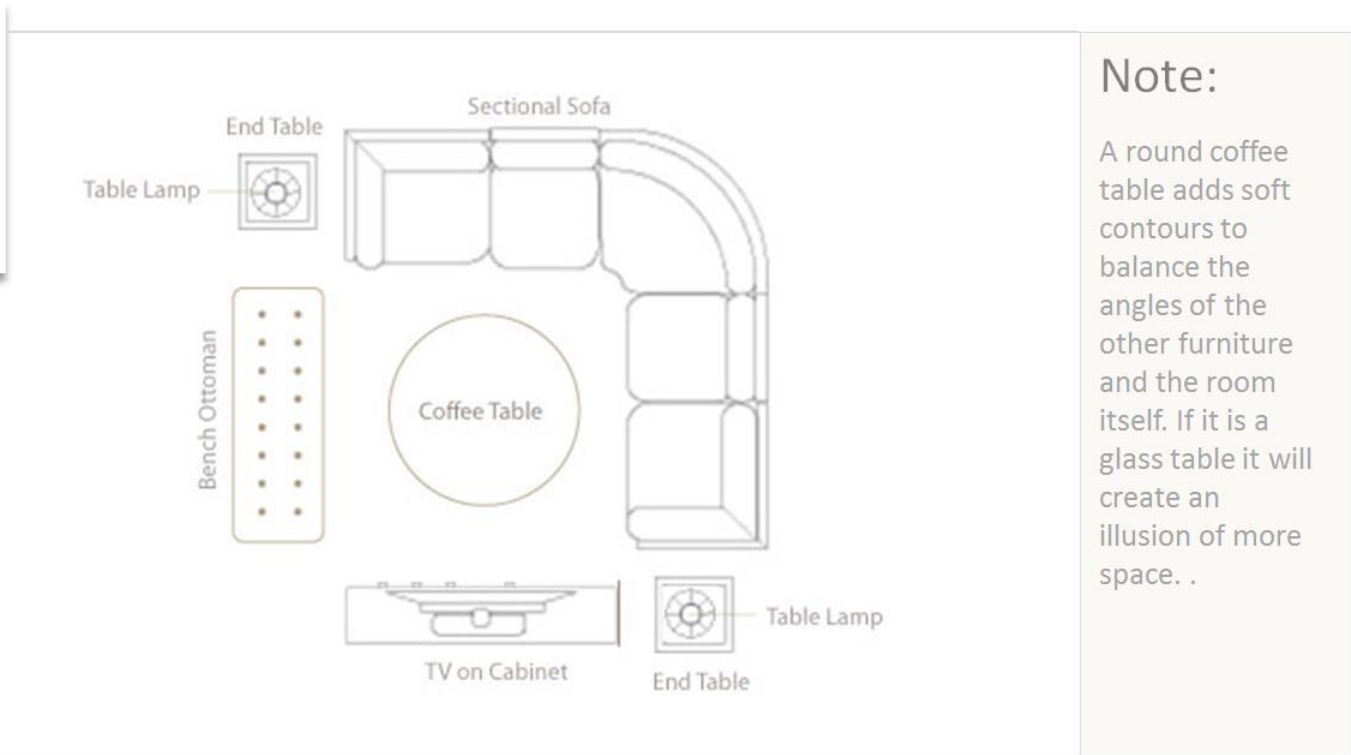
FURNITURE LAYOUT TEMPLATES

Living Areas

Layout 5

Tip:

Bench ottomans come in a variety of styles. Use for extra seating anywhere.



Note:

A round coffee table adds soft contours to balance the angles of the other furniture and the room itself. If it is a glass table it will create an illusion of more space. .

Common layouts

This template provided by "The Staging Assistant"

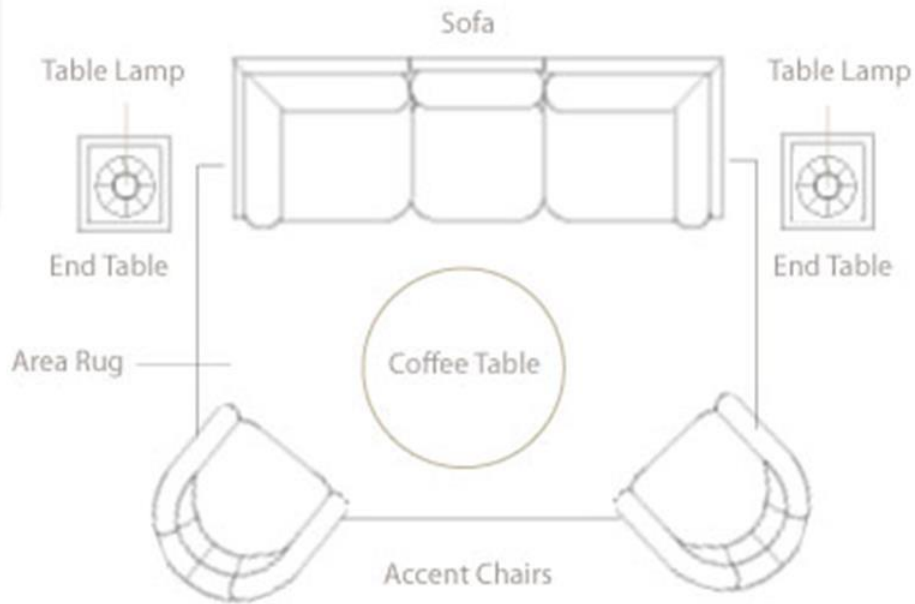
FURNITURE LAYOUT TEMPLATES

Living Areas

Layout 2

Tip:

Use round objects to soften a square seating area



Note:

This is a perfect example of a symmetrical furniture arrangement. It is universally appealing and easy to create.

Maintaining A Staged Home

The More Simple Your Layout, The Easier The DAILY Maintenance Will Be...

- All surfaces need to be cleaned (flooring, countertops, tables)
- All surfaces should have no more than 3 items
- Make all beds, clean your room and bathrooms.
- Put small items in decorative boxes or displays (for things like remotes, personal items, toys, bills, etc.)

Assign Responsibilities and Expectations To All Family Members

- Designate Some Rooms Completely Off Limits so that it will be easier to maintain (less running around at the last minute.)
- Assign jobs to family members such as “make sure all the dishes are put away”, or “make sure there are no personal items laying around the house”
- Make it a fun and team effort experience!

Open Houses and Showings

Keep these tips in Mind for whenever a prospective buyer comes into your home...

- Lights (Natural and Un-Natural)
- Sounds
- Smells
- Neat and Tidy
- Cleanliness
- Signs (Remove your shoes, etc)
- Who is and isn't home?

Benefits for choosing Kirk Rickman and Victoria Carter

- ✓ A Full Team Of Experienced Realtors
- ✓ Century 21 Percy Fulton Ltd. Brokerage
- ✓ Proven Track Record
- ✓ **Written Guarantees To You**
- ✓ Internet Marketing and Advertising
- ✓ Staging Consultation
- ✓ Donations to Sick Kids, Easter Seals
- ✓ Professional Photos and Videos
- ✓ Local Realtors On Toronto & Quinte Boards

Your Home **SOLD**
GUARANTEED!
Or We'll Buy It!*

*Seller and lender/financier must agree on price and purchase date.

Contact us



Office: 647-697-7413
905-683-2100

Direct: 905-626-3294
647-669-8425

Email: TwoMoveYou@gmail.com

Website: www.TwoMoveYou.com

Realtors: **Victoria Carter & Kirk Rickman**

Your Home **SOLD**
GUARANTEED!

Or We'll Buy It!*

*Seller and TwoMoveYou must agree on price and possession date

