

STAGING TO SELL VS STAGING TO LIVE

HOME STAGING | ORGANIZING | RE-DESIGN

by Michelle Lynne

The way you live in your home and the way you sell it are two very different approaches. One of the hardest parts of my job is removing the tender loving care that the homeowner put into the space so that it will be more appealing to the average buyer. The Dallas/Fort Worth, Texas (DFW) Real Estate market is constantly changing and growing. To compete with hot new real estate properties, one must style appropriately to sell for the asking price.



STAGING TO LIVE IN DALLAS

STAGING TO SELL IN DALLAS

<p>Function Critical but don't sacrifice your lifestyle (kids/pets) ... practical needs outweigh design dreams</p>	<p>Function Critical to use the room how it was designed so buyers can picture living there</p>
<p>Inspiration Find it everywhere - start a file until your style/theme reveals itself</p>	<p>Inspiration Your property needs to have the neutrality of Switzerland and personal style needs to be removed</p>
<p>Curb Appeal Adding a new colorful potted plant and seasonal doormat for the entrance can make a world of difference for very little cost</p>	<p>Curb Appeal Stand back and view your home as if you were seeing it for the first time. ...make sure it's welcoming and clutter free</p>
<p>Welcome Your Guests Regardless of the size of your foyer, the entryway is one of most important spaces in the house ... a good spot to be adventurous with fabric and color</p>	<p>Welcome Your Guests Again, this is the time to remove your personal style and collections</p>
<p>Edit Edit Edit Apply Coco Chanel's personal style rule of removing one or two pieces to avoid too many accessories</p>	<p>Edit Edit Edit A few well-chosen larger accessories will create stronger focal points...you may even need to remove furniture to make rooms appear larger</p>

<p>Under Your Feet Unifying the flooring material allows your eyes to move past boundaries and make each room appear bigger</p>	<p>Under Your Feet Whatever you have, it's time to invest in serious deep cleaning as it reflects on how the rest of your home has been maintained</p>
<p>Look Out Open up outside views to improve the feeling of extra space ... or consider wall art of outdoor scenery</p>	<p>Look Out Remove any heavy drapery or outdated window treatments...while you're at it, wash the windows!</p>
<p>Color Your World If the combination exists in nature such as fruit, it will work in your home!</p>	<p>Color Your World While you may love dramatic accent walls, faux painting and wallpaper, buyers can't get past the work it will take to remove it</p>
<p>Move Away from the Wall Furniture pushed back against each wall feels like a firing squad ... try to create groupings to leave room to walk around instead</p>	<p>Move Away from the Wall Avoid placing the back of the sofa towards the entry - it feels like a barrier and psychologically shrinks the room</p>
<p>Light It Up Well-lit rooms feel bigger, maybe because you can see the whole room! A torchiere lamp is ideal for bouncing light off of the ceiling and back down on the room</p>	<p>Light It Up Many potential buyers drive by in the evening - make sure your lamps are set on timers to make your home look more inviting</p>
<p>Continuity Counts The exterior style should be reflected in the interior ... and stay consistent from room-to-room</p>	<p>Continuity Counts Don't distract prospective buyers with contrasting design styles throughout the house ... keep it neutral so they can picture their own items in your space</p>
<p>Budget Either finish one room at a time, or slowly fill in all rooms over time, or splurge on one special piece</p>	<p>Budget The cost of staging is always less than the cost of your first price reduction...and staging fees are generally tax deductible!</p>