



Top 10 Home Staging Mistakes Sellers Make

1. **Vacant Rooms** – Did you know? Only 10% of buyers can visualize a space! Vacant rooms appear smaller to potential buyers and raise concerns regarding furniture placement. Don't lose out on 90% of the buyers – stage it!
2. **Self-Staging** – With access to so many resources with tips for selling your home, including TV, the internet, and DIY books, sellers will often misinterpret the information provided in these resources and apply these techniques incorrectly. Every home is unique and should be staged as such. Home Staging Professionals are trained to deal with all types of challenging rooms and have the solutions to help your house make a lasting impression.
3. **Staging With Random Furniture** – When a space is missing the furniture that it needs to define it and fill it effectively, we often hear things such as “My mom has an extra coffee table” and “My friend said I could borrow some art”. These pieces are intended to coordinate with their respective owners’ styles and furnishings and may appear out of place in your home. Use caution when borrowing these items.
4. **Bare Walls** – Too often we are greeted with properties that lack any wall decorations. Homeowners commonly suffer from a fear of commitment – to artwork. Afraid to put holes in the walls until they find that “perfect piece”, they find themselves years later with an incomplete room. Wall furnishings help to pull the room together and provide a warm, “cozy” look and feeling. For selling purposes, be sure to avoid any personal wall pieces and instead swap these for neutral artwork.
5. **Staging AFTER Listing** – You reach the most buyers in the first 2 weeks that the house is on the market – be sure that you make the best first impression possible by showing your house at it's absolute best from day one.
6. **Too Much Furniture** – When selling your home, less really is more. Ensure that furniture and other items are not interrupting the proper flow of the room. Too much furniture will make the room look smaller. Remove the dresser or extra couch that doesn't fit in the room. Buyers will not notice that a piece of furniture is missing, but they will notice when a room is furnished awkwardly.
7. **Odours** – It's often difficult to detect odours in your own home, but if you have pets, previous moisture damage, or smoke cigarettes or cigars in your house, these lingering odours will raise red flags with potential buyers. Avoid covering these with artificial air fresheners and remove the source instead. Remove pets from the property if possible for the time the house is on the market, fix damaged areas, air out the house, paint the walls, and smoke outside.
8. **Poor Listing Photos** – If your Realtor does not include professional photography as a part of your listing package, consider investing in this yourself – 90% of home buyers shop online first! Make sure your home is properly staged and prepared for photography. You've worked hard to set up your home to sell, be sure that this comes through with your photos as well.
9. **DIY** – Hire a professional – Realtors, mortgage brokers, lawyers and home stagers have the training and skills needed to help you with your home buying and selling needs. For updates or repairs, hire a skilled trade professional such as a plumber, electrician, or general contractor. DIY has its place, but when it comes to selling your largest investment, it's best to leave it to the pros.
10. **Cleanliness** – When listing your home for sale, ensure that it is white glove clean before your first showing. This is exactly how it sounds – leave no stone unturned and clean every surface, nook, and cranny.