

CONTENTS

INTRODUCTION 10

| | |
|-------------------------|----|
| About This Book..... | 10 |
| Staging In Stages | 11 |
| You've Got Style!..... | 12 |

PART 1: Be Your Own Staging Professional 15

STAGING 15

| | |
|--|-----------|
| What? | 15 |
| What Is Staging? | 15 |
| Why? | 16 |
| Competitive Advantage/'Wow' Factor/First Impression/ | 16 |
| Accentuate The Positives | 16 |
| When? | 18 |
| Have You Been Living In Your Property For Years? | 18 |
| Does Your Property Need Fresh Eyes? OR THIS BOOK!!!! | 18 |
| How? | 19 |
| Professional Vs Do It Yourself | 19 |

BEFORE WE BEGIN 21

| | |
|---|-----------|
| Know Your Market | 21 |
| Do Your Homework! | 21 |
| What Is The Demographic Of Your Buyer? | 21 |
| Decorating Trends Of Your Neighborhood | 21 |
| Study Your Competition - Other Homes in the Area | 22 |
| Know Your Limit | 23 |
| Decide How Much You're Prepared To Do on Your Property! | 23 |
| How Much Time? | 25 |
| How Much Money - Budget? | 26 |
| Know Your Pricing | 28 |
| Assess Your Home | 28 |
| Compare Pricing On Latest Sales - Apples With Apples | 29 |
| Major Restructuring Of The Home | 29 |
| When This Is Worthwhile | 29 |
| Will The Time And Effort Return Big Enough Bucks | 31 |

PART 2: Must Do's... Necessities... Getting Your Hands Dirty 32

| | |
|---|-----------|
| <u>DECLUTTER</u> | 32 |
| Delete Excess Baggage!..... | 32 |
| Your Life Will Be Enhanced | 32 |
| Now To Begin!..... | 36 |
| How Much? | 36 |
| What? | 36 |
| How To?..... | 37 |
| Storage Boxes | 37 |
| Storing!..... | 38 |
| Find A Place Away From Your Home | 38 |
| Room By Room..... | 38 |
| Drawer by Drawer, Cupboard By Cupboard, Shelf By Shelf | 38 |
| <u>SPRING CLEAN - SUMMER, WINTER & AUTUMN</u> | 39 |
| Clean & Organised Sells Your Home..... | 39 |
| Checklist..... | 40 |
| Appliances | 40 |
| Bathrooms | 41 |
| Cupboards | 41 |
| Electrical | 41 |
| Fireplaces | 42 |
| Floors | 42 |
| Furniture | 42 |
| Kickboards, Skirting Boards, Baseboards | 43 |
| Light Fixtures | 43 |
| Mirrors And Artworks | 44 |
| Pathways, Outdoor Terraces And Decks, Outside Of The Home | 44 |
| Pets | 44 |
| Walls And ceilings | 45 |
| Windows | 45 |
| <u>LIGHTEN & BRIGHTEN</u> | 46 |
| Let there Be Light..... | 46 |

PART 3: Do It Yourself Inspection **47**

| | |
|---|-----------|
| <u>REPAIRS</u> | <u>48</u> |
| What Now Stands Out That Is In Need Of Repair? | 48 |
| Repairs List..... | 49 |
| Cabinets And Cupboards | 49 |
| Doorbells, Doors, And Door Hardware | 49 |
| Electrical Check Up | 49 |
| Floors | 50 |
| Leaks | 50 |
| Mould | 51 |
| Outdoor | 51 |
| Pests | 51 |
| Plumbing | 52 |
| Shower Curtains, Towel Racks, Shower Screens | 52 |
| Smoke Detectors | 53 |
| Surfaces/Benchtops | 53 |
| Tiles | 53 |
| Walls | 54 |
| Windows - Trims And Panes | 54 |
| Handyman | 55 |
| <u>UPGRADES</u> | <u>56</u> |
| Cupboards and Cabinets | 56 |
| Carpets | 57 |
| Doors | 57 |
| Fans | 57 |
| Hard Flooring | 58 |
| Hardwood | 58 |
| Tiled | 58 |
| Vinyl | 58 |
| Painting | 59 |
| The Interior | 59 |
| The Exterior | 60 |
| Psychology of Colors..... | 62 |
| Storage | 64 |
| Wardrobes | 64 |
| The Hall Closet | 64 |
| The Linen Closet | 64 |
| Kitchen Pantry Organisation | 65 |

| | |
|--|-----------|
| Kitchen & Bathroom Renovation | 65 |
| The Hub Of The Home | 66 |
| The Relaxing Spa | 68 |
| Conclusion | 70 |
| <u>PROFESSIONAL INSPECTION</u> | <u>70</u> |

PART 4: Overview 72

| | |
|---|-----------|
| <u>YOU'RE READY TO STYLE!</u> | <u>72</u> |
| <u>FURNITURE</u> | <u>74</u> |
| Space Planning And Furniture Arrangement | 74 |
| Furniture Proportion | 75 |
| Focal Points In a Room | 76 |
| <u>LIGHTING</u> | <u>79</u> |
| Natural Light/Interior Lighting/After Dark | 79 |
| <u>ACCESSORIES</u> | <u>83</u> |
| <u>ARTWORKS AND MIRRORS</u> | <u>87</u> |
| Art | 87 |
| The Hanging Of Art/Mirrors | 88 |
| Mirrors | 90 |
| <u>WINDOWS</u> | <u>91</u> |

PART 5: Area By Area 93

| | |
|--|-----------|
| <u>FRONT OF HOUSE</u> | <u>94</u> |
| <u>ENTRANCE, PORCH</u> | <u>96</u> |
| <u>FOYER, ENTRYWAY</u> | <u>97</u> |
| <u>STAIRWAYS & HALLWAYS</u> | <u>98</u> |
| Functional & Clutter Free | 98 |
| Make It A Statement! | 98 |

| | |
|--|------------|
| <u>LIVING</u> | <u>99</u> |
| Formal Living Room | 99 |
| Casual Living Room | 103 |
| <u>DINING</u> | <u>105</u> |
| Formal Dining Room | 105 |
| Casual Dining Room Or Only Dining Room! | 110 |
| If You Don't Have A Dining Room | 111 |
| <u>SLEEPING</u> | <u>112</u> |
| Purpose Of A Bedroom | 112 |
| Master Bedroom | 112 |
| Guest Bedroom | 116 |
| Children's Bedrooms | 117 |
| Teenager's Bedrooms | 118 |
| <u>STUDY/HOME OFFICE</u> | <u>120</u> |
| <u>LOFTS OR ATTICS</u> | <u>123</u> |
| <u>KITCHEN</u> | <u>124</u> |
| <u>BATHROOMS</u> | <u>127</u> |
| <u>LAUNDRY</u> | <u>130</u> |
| <u>BASEMENTS</u> | <u>131</u> |
| <u>OUTDOOR LIVING</u> | <u>133</u> |
| Deck, Patio, Tiled Area, Gazebo | 133 |
| Balconies | 135 |
| Garden | 136 |
| Lawn | 136 |
| Pools Ponds And Water Features | 136 |
| <u>GARAGE</u> | <u>137</u> |

PART 6: Time For The Professionals 139

| | |
|--|------------|
| <u>YOUR REAL ESTATE AGENT</u> | 139 |
| <u>THINGS TO LET YOUR AGENT KNOW</u> | 140 |
| Tips For A good Agent/Client Relationship | 140 |
| <u>STAGING PROFESSIONAL</u> | 140 |
| Should You Now Employ A Staging Professional? | 140 |
| <u>PHOTOGRAPHY</u> | 142 |
| You've Got Style! | 142 |

PART 7: 'Voila' You're done! 144

| | |
|--|------------|
| <u>FINISHING TOUCHES</u> | 144 |
| Ambience - Aromas.....Coffee? Baking? | 144 |
| Fresh Flowers | 144 |
| Appealing To The Five Senses..... | 145 |
| Leaving a Message for Prospective Buyers..... | 146 |
| <u>CHECKLIST</u> | 147 |
| Quick Guide Before Every Open For Inspection..... | 147 |
| Valuables..... | 148 |
| Parking | 148 |

PART 8: Don't Forget to Treat Yourself 149

| | |
|-----------------------------|-----|
| <u>FAMILY REWARD SCHEME</u> | 149 |
|-----------------------------|-----|