

The **7** Deadly Home Staging Sins You May Be Committing Right Now!



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What if you just had five seconds to sell a house but you couldn't say a word? You are not allowed to say anything - no sales pitch, no comments, nothing. You must step aside and let the house sell itself.

Now... how would you go about setting up the house? How do you set the stage to impress people and make them fall in love with your listing? How do you make a potential buyer say "Wow... this is a really nice house!"?

Home staging is the answer. It's the crucial step needed to help a buyer connect with a listing and visualize themselves living in the home. Staging showcases the house in the best possible light. After all, we never get a second chance to create a great first impression so it is imperative that the house is "dressed to impress."

Unfortunately most listings suffer from one or more of the 7 deadly home staging sins. These are often made by agents and home sellers unfamiliar with home staging. Are you guilty of any of these potential deal breakers?



FAILURE TO THOROUGHLY DEEP CLEAN THE HOME ESPECIALLY THE KITCHEN AND BATHROOMS.

A dirty house is an immediate buyer turn-off. The two most important areas are the kitchen and the bathrooms. If you have not deep cleaned all counter and tile surfaces to a spotless condition, you stand the chance of having the buyers walk right back out the door. Another critical area is the floors - all carpets and rugs. Without question, they must be either replaced or steam cleaned as a dirty carpet is the number one buyer turn-off.



FAILURE TO DE-CLUTTER THE ENTIRE HOME.

Clutter, both inside and outside your home makes it extremely hard for the buyers to visualize moving into your home. The disorganization will directly affect the buyer's ability to focus on your home and they will most likely overlook your key selling features. In addition, clutter has the affect of making your home appear smaller than it is as the "open" feeling is gone.



FAILURE TO DE-PERSONALIZE YOUR ENTIRE HOME.

Your home is your comfort zone and it is filled with all of your personal memorabilia, but to the buyers it represents a huge distraction. People are generally curious and when you want them to notice the beautiful entryway they may be focused on all the family pictures on the piano or all the "stuff" stuck to the front of your refrigerator. Your objective is to change the view of your home from "lived in" to "ready to move in."



FAILURE TO USE NEUTRAL COLORS WHEN PAINTING BOTH INSIDE AND OUTSIDE.

While your favorite colors may be the exact complement to your living style, the shades and hues may be a complete distraction and turn-off to the buyers. Your favorite wall paper may not be on the buyer's "best" list. The best way to present a home is for the wall colors to be painted a neutral color. This goes for the outside as well – a loud or non-neutral color may just keep the buyers from even stopping to see the inside.



FAILURE TO SPOTLESSLY CLEAN THE WINDOWS AND WINDOW COVERINGS.

Nothing is more distracting to a buyer than to be looking at a view through a dirty window. This area, as in cleaning the carpets is best left up to the experts. The same can be said for the kitchen and bathroom counters and tile. A little investment here will pay big dividends ... what you don't see is often more important than what you do see.



FAILURE TO MAKE YOUR PETS DISAPPEAR.

While your pets are a loving member of your family, for the buyers their presence, food and boxes are generally a turn-off. Every trace of their presence should be removed so, once again, the buyers are not distracted from the prime objective – viewing your home in the best possible light.



FAILURE TO SPRUCE UP YOUR CALLING CARD – YOUR LANDSCAPING.

A healthy, neat, trimmed and well maintained yard and flower beds are the keys to getting the buyers up to the front door. The last thing they want to see is your "stuff" all around an uncut and untrimmed lawn. A little effort in this area with perhaps the help of a professional gardener will pay big dividends. A well maintained exterior plants the seed of a well maintained home in the mind of the buyer.



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Introducing the **Accredited Home-Staging Specialist (AHS) Course** Everything You Need To Know About Staging In Just **One** Day!

Created by a professional home stager/interior designer with over 22 years experience, this course was then expertly transformed into a cutting-edge multimedia learning experience by the leading real estate educator – RealtyU. This course is revolutionary because it offers a simple and easy way to obtain a very comprehensive understanding about home staging. Now available online from the convenience of your computer or through a traditional classroom setting so you can choose what works best.

The AHS course shows you exactly how to help your clients stage their house for a faster sale. Not to mention that it will affirm you as genuine real estate professional by offering staging as a true value-added service.

No other home-staging course offers this amount of comprehensive information at such an affordable price!

AHS Course Teaches The Best, Most Widely Accepted Principles And Concepts Of Home Staging

The goal of the Accredited Home-Staging course is to...

1. Give you the knowledge, resources and tools needed to quickly and efficiently guide your sellers through the staging process.
2. Describe in detail the benefits of staging in the process of pre-sell preparation.
3. Show how to use exterior and interior staging checklists to plan with a homeowner.
4. Teach you how to use the tools presented in this course to stage a home.
5. Coach you on how to establish a list of resources and subcontractors to make staging easier.
6. Guide you on presenting the benefits of staging and getting seller buy-in.
7. Develop, design and create a complete professional Stager's Toolbox.

The AHS course is perfect for...

- Real Estate Agents
 - Real Estate Brokers
 - Real Estate Assistants
 - Homeowners
 - Staging professionals
 - Interior designers
 - Photographers
- 



Take The **AHS** Course NOW!

Only **\$199** or Just 3 Easy
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100% Money-Back Guarantee

Imagine in less than one day, you can begin offering home staging as a true value-added service for you clients. Just think of how many referrals you will start getting once you sell a house faster and for more money because you took the AHS course.

Your Money-Back Guarantee

If, within 180 days of completing the online Accredited Home-Staging Specialist course, you do not increase your annual production with one additional listing or sale, you will be refunded 100% of the cost of the money you paid for the course!

I've removed the veil. I've shown you the undeniable truth that I can give you a simple, step-by-step system that's guaranteed to make you money.

The ball's in your court. It's your future.

Make the best option for your future and improve your ability to help your client get the results they are looking for.

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