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2012 President



## Simple Staging Steps

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Anyone with cable access has noticed that television has no shortage of “Sell It Faster!” or “Stage This!” kind of real estate sales shows. Often, the information these shows provide is an overwhelming presentation of common sense basics blended with complicated interior design ideas that are difficult to implement feasibly. Here are the basic house-selling preparation steps that REALTORS® have seen most effectively used in the Tallahassee market:

- 1. De-personalize it:** When your REALTOR® asks you to take down all personal photos, consider it a compliment, as that means you and your good-lookin’ family will distract buyers from noticing your house’s impressive millwork and granite counters that actually stay with the house. Also remove things that are too “taste-specific,” which means you should make it look like a neutral model home.
- 2. De-clutter it:** Let’s be realistic...not everyone has the time, money, or energy to put half of your beautiful household items into storage units. Use your garage (buyers are very forgiving of stacked/filled garages) and, if necessary, fill up the smallest and/or least impressive bedroom with boxes of your scene-stealing collectibles and space-stealing, extra bulky furniture in the name of properly staging the rest of the house. Stash away anything smaller than your fist when possible.
- 3. Clean it:** Even if buyers are not so clean themselves, they still want to move into an antiseptically clean home and dirty it up after closing. This means you should spend no less than a whole day deep cleaning the interior and exterior of your home, or treat yourself to a professional cleaning, as it’s easy to have tunnel vision in your own spaces. It goes without saying that keeping it clean is important.
- 4. Make it warm and inviting:** Perk things up with fresh plants, create relaxing sitting areas, keep the flow open and organized. There are also several local certified stagers that will do everything from packing away your purple vase collection to rearranging or renting furniture for you.

Complete these steps quickly, and you will definitely “Sell It Faster!”

LEON COUNTY, FL As of 1/5/2012	Active Listings	Sold Past Year	Months Supply	Sold Prior Year	Yr/Yr Change	Prior 6 Mo Avg Sale \$	Prior 12 Mo Avg Sale \$
<b>Total Det/TH/Condo</b>	<b>1,767</b>	<b>2,200</b>	<b>9.6</b>	<b>2,249</b>	<b>-2%</b>	<b>\$ 178,400</b>	<b>\$ 176,200</b>
Detached Only	1,339	1,714	9.4	1,705	1%	\$ 203,200	\$ 200,900
TH/Condo Only	428	486	10.6	544	-12%	\$ 85,900	\$ 88,800

The data above is a small portion of the data available for the local market. Please ask a Realtor® for more information or check the media link at [www.tbrnet.org](http://www.tbrnet.org).  
Data from CATRS, Inc. MLS (a subsidiary of TBR) compiled by Timberlane Appraisal for the exclusive use of CATRS and TBR.

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