

HOME *Enhancement* GUIDE

Little things can make a **big difference** in the sale of your home.



COLDWELL BANKER
PREMIER REALTY



HOME STAGING
HOME STYLING • INTERIOR MARKETING

TABLE OF *Contents*

- 4** Introduction to Home Staging
- 6** Your Home's Exterior
- 7** Your Home's Interior
- 8** Special Features
- 9** Do You Need Professional Staging?
- 10** Showing Checklist
- 11** The End Results
- 12** Premier Service Providers





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the goal of your sales professional is to not only sell your home but to help you obtain **the best price possible** in the **shortest period of time**. To help achieve this goal, we have partnered with **Utopia Home Staging** to develop an exclusive home enhancement guide. This guide will outline budget-friendly enhancements you can make on your own or with the help of our Premier Service Providers.

First, A FEW FACTS* ABOUT HOME STAGING:

- 25% of sellers' agents reported that staging a home greatly decreased the amount of time spent on the market
- 17% of sellers' agents reported that staging a home increased the dollar value of the home between six and 10%
- 83% of buyers' agents said staging a home made it easier for a buyer to visualize the property as their future home.
- The ROI for home staging is 586%

*Source: [NAR](#) | [Bankrate](#)



A modern, bright living room with large windows, a white sofa, and a coffee table. The room features a high ceiling with exposed wooden beams and a balcony area. The furniture includes a white sofa, a coffee table, and a large white rug. The lighting is warm and inviting, creating a cozy atmosphere.

“Once you are aware of home staging statistics you know that every house needs to be staged. Not necessarily professionally, but definitely prepared to perform at its highest potential.”

Angelic Ferguson, Founder and CEO of Utopia Home Staging

EASY TIPS FOR SELLERS TO PREPARE THEIR HOME'S *Curb Appeal*

The front exterior of your home is the first thing buyers see in person and online. Make them feel welcome by enhancing the curb appeal with these inexpensive tips. If professional services are needed, try one of our Premier Service Providers linked below each section.

ATTENTION TO DETAIL

Paying attention to little details will help show potential buyers that the home is well cared for.

- Make sure your window, siding, and driveway are sparkling clean
- Touch up chipped mailbox paint
- Clean/Paint house numbers
- Make sure your car is pristine if parked in the driveway
- Sweep and clear off any debris in the street in front of your house

[Mint Clean](#) | [Las Vegas Handy Man](#) | [BEAM, LLC](#)
| [Wayne Construction Services](#) | [Las Ventanas](#)

LANDSCAPING

It is important to keep up-to-date on routine yard maintenance. You can also get a consultation with a landscaping specialist for any inexpensive recommendations to increase your home's worth.

[Cardinal Landscaping](#) | [Affordable Lawn Maintenance](#)

FRONT DOOR

Breathe new life into your front door with these tips:

- Clear your front door of bugs and cobwebs
- Replace any lights that are missing
- Replace old hardware
- Consider repainting your front door
- Add welcoming elements like a simple doormat, bench, or potted plants

[Las Vegas Handyman](#)
[Environmental Pest Control](#)
[BEAM, LLC](#)

According to Zillow, painting the door black increases the home value by \$6,271



EASY TIPS FOR SELLERS TO PREPARE THEIR HOME'S *Interior*

The most important thing to remember when selling your home is that buyers need to visualize themselves living in your space.

THE ENTRYWAY

The "wow" factor happens the moment someone steps in your home, or not. Follow this simple formula for a perfect entryway:

- Add an entryway table that fits the space
- Hang either a mirror or a piece of artwork above the table
- Decorate the table with a lamp and a vase with flowers. Orchids are a great option
- Add a decorative tray for utility

CLEAN IT UP

Help buyers see your home as their fresh start with these tips:

- Hire a professional cleaning service. This can take years off the appearance of areas in your home that accumulate wear
- Deep clean the carpets in high traffic areas
- Clean out and organize your closets
- Tuck away kitchen appliances and remove any catchall baskets or bowls
- Remove all magnets and items from the fridge
- Clear out junk drawers in the kitchen and bathroom

[Mint Clean](#) | [Heaven's Best Carpet Cleaning](#) | [The Maids](#)

NEUTRALIZE YOUR HOME

As much as you might enjoy the bold décor, there is a reason that most model homes use a neutral color pallet. According to a 2020 study from Readers Digest, cool neutral tones attract more buyers.

- Remove any wallpaper that might depend on a specific, personal design preference
- Put away family photos and other personal items



EASY TIPS FOR SELLERS TO PREPARE THEIR HOME: *Special Features*

STAGE A HOME OFFICE

With 42% of people now working from home, many homebuyers are looking for designated work-from-home space.

SWIMMING POOL AND SPA

The swimming pool is a huge selling point for buyers, make sure it shines.

- The swimming pool should be clean and free of debris
- Clean the filter and heating equipment
- Replace worn or broken pool equipment
- Assess if you need to have calcium build up professionally cleaned

[DPS Pool Solutions, LLC](#) | [Pool Patrol](#) | [Anthony & Sylvan Pools](#)

FIX IT FIRST

This can be one of the most costly tips for sellers if it goes ignored. Sometimes, you know that a feature of your home is likely to be a drawback to your buyers. It is always better to **fix these issues** before you list than to accept a price reduction for them later.

[M & K Heating and Cooling Services](#) | [Las Vegas Handyman](#) | [Lange Plumbing](#)
[H2O To Go](#) | [BEAM, LLC](#) | [Wayne Constructions Services](#) | [Professional Roofing Services](#)

THE GARAGE

A well-organized garage says a lot for your home. Show its well maintained by:

- Clean and organize the space
- Clean up any oil stains
- Make sure the garage door is working properly
- Apply epoxy paint to your garage floor for a professional look

STORE IT AWAY






Once you clean and organize, you may find you need to store some of your belongings. Consider renting a storage unit or hiring a service that allows you to store items until delivering them back to your new home.

[Ace Worldwide](#) | [Storage One](#) | [Zippy Shell](#)



IS PROFESSIONAL STAGING RIGHT FOR YOUR *home?*

Consider the following items when deciding to hiring a professional home stager. Ask your sales professional about setting up a free consultation with Utopia Home Staging.

-  Your furniture is dated or you have already moved your belongings
-  You want to get the best offers available for your home
-  You want to create buyer excitement and get more viewings online and in-person.
-  You want buyers to feel a sense of urgency and worry they may lose the chance to buy the house.
-  You want to help convert home showings into offers more quickly



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EASY TIPS FOR SELLERS TO PREPARE THEIR HOME *For Showings*

Once your home looks its best, it's time to prepare your home for online and in-person showings. It is important to follow these best practices before introducing your home to the market.

BEST PRACTICES:

- Turn on lights throughout the entire house
- Open all window treatments
- Remove floor mats
- Turn off all electronic screens
- Make all of the beds
- Remove remaining personal items
- Put all shoes and jackets away
- Remove signs of pets including dog beds and litter boxes
- Crack open windows for fresh air
- Take out trash and hide bins
- Freshen your fridge with a box of baking soda
- Enhance the buyer's experience with calm and relaxing music
- Put out fresh flowers
- Finalize a game plan with your agent



THE END *Results*

Showing attention to detail and understanding the buyer's need to visualize themselves in your home can dramatically increase its saleability. Your Coldwell Banker sales professional will be happy to discuss these suggestions with you to determine which options work best for your home.



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CONGRATULATIONS! YOUR HOME *Sold*

Take a look at the next steps in the process now that your home has closed. Use the following checklist to breeze through your home inspection.

PREPARE FOR A HOME INSPECTION: *Checklist for Sellers*

Once you've accepted an offer on your home, it's time to get everything in proper working order to pass a home inspection. Follow these best practices to get started.

SAFETY FIRST

- Note where you keep your fire extinguisher
- Place new batteries in smoke and carbon monoxide detectors
- Spray for pests: If there is an infestation problem, this is something that should be handled by a professional.

TEST & EXAMINE

- Make sure all light switches are functioning
- Turn all faucets and fans on and off and flush all toilets
- Replace batteries in garage door opener and ensure garage door can be opened and closed manually

DECLUTTER & CLEAN

- Scrub down the range and oven
- Organize closets, attics, and other storage areas
- Make sure water heater, water softener, crawl spaces, and attic entries are accessible and free of clutter

REPLACE & REPAIR

- Clear or snake any clogged drains
- Replace any light bulbs that have burned out
- Replace dirty A/C filters
- Swap out screens with any tears or rips
- Consider renewing any grout or seals in bathroom areas

FINAL TOUCHES

- Leave any keys, remotes, and owner's manuals to the home and its appliances (garage doors, gate locks, etc.)
- Unlock electrical panel box
- Remove clothes from washer/dryer and dishes from sink and dishwasher
- Check that the power, water, and all other utilities are on and functioning
- Please plan to leave the property prior to the inspection time and if you cannot take your pets with you, make sure they are kenneled appropriately.



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A SPECIAL THANK YOU TO ALL OUR PREMIER SERVICES PROVIDERS

We have a network of trusted service providers to support you in the many facets of homeownership. Each of our trusted service providers is pre-screened, licensed, and insured. View the comprehensive list below.

- [Ace Worldwide](#)
- [All Safe Home Inspections LLC](#)
- [Ameriprise Financial Services](#)
- [Beam Construction, LLC](#)
- [Bridge Home Inspections](#)
- [Everything Windows and More](#)
- [Farmers Insurance](#)
- [Featured Interiors](#)
- [Floor coverings International](#)
- [Home Pride Inspections](#)
- [Luxury Homes Photography](#)
- [Mint Clean](#)
- [MX Locksmith](#)
- [Nevada Shutters and Blinds](#)
- [SolVerde Solar](#)
- [Sunny Transitions, Estate Sales](#)
- [Utopia Home Staging](#)
- [Wayne Construction Services](#)

[View Our Premier Service Provider Directory](#)

