

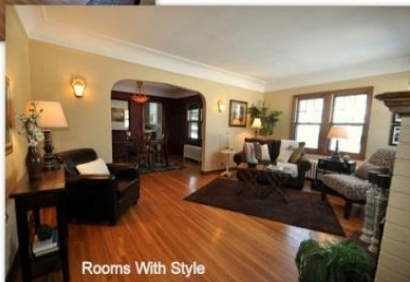
Highlight your home's strengths, downplay its weaknesses and appeal to the greatest pool of buyers!

Staging can increase your sales price by up to 7% and make it move faster!

And staging doesn't have to be expensive. Here are some easy tips for staging your home without a lot of expense.



**Sell Faster!
Increase
sales price!**



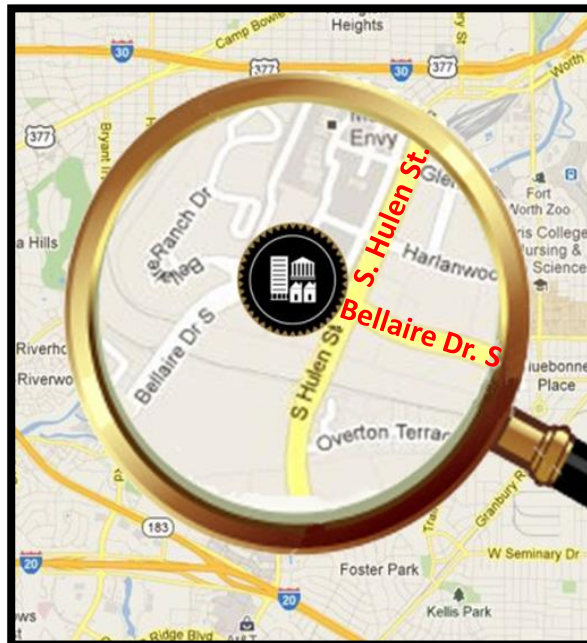
The Baker Firm



Fidelity National Title®

4541 Bellaire Drive South
Suite 101
Fort Worth, TX 76109
817.377.4100

You'll appreciate the difference!



**Don't Forget
Home Staging!**



**The Baker Firm
Fidelity National Title
4541 Bellaire Drive South, Suite 101
Fort Worth, TX 76109
817.377.4100**

www.Fidelity-USA.com

First Impressions Count!

Buyers decide in the first 8 seconds whether or not they want to buy your home.

- ✓ Fresh paint does wonders! Try a bold color on the door.
- ✓ Hang a welcoming wreath on the door.
- ✓ Add potted flowers to the front porch.
- ✓ Fertilize the grass and make it bright green.
- ✓ Put fresh mulch around the bushes.
- ✓ Fix the doorbell if it's broken.
- ✓ Look up! Make sure the cobwebs are gone!

Let There Be Light!

After location, light is the second most quoted reason why a buyer chooses a house!

- ✓ Clean all the windows.
- ✓ No dark lamp shades or drapes
- ✓ Replace light bulbs with higher wattage. A good rule of thumb is a total of 100 watts for every 50 square feet.
- ✓ Replace dingy switchplates. White is always good and clean-looking!
- ✓ Trim shrubs that block window light.
- ✓ Put lights in each corner of major rooms.
- ✓ Place mirrors or glass bowls near lamps to bounce light around a room.



Kitchens Sell Homes!

The kitchen is the nucleus of most homes. Make sure yours is warm and welcoming.

- ✓ Clear the countertops for an uncluttered look
- ✓ Replace or reface cracked, scratched or broken appliances.
- ✓ Make sure the floors sparkle..
- ✓ New cabinet and drawer knobs are a quick and inexpensive update
- ✓ Paint or replace cabinet fronts.
- ✓ Grind a lemon in the garbage disposal for a fresh smell.

CLUTTER Be Gone!

Clutter sends a bad message. It's difficult for people to imagine themselves living in a place full of clutter, and it makes it seem you don't take good care of your home.

- Store any "stuff" you don't use regularly.
- Keep personal objects, such as family pictures, to a minimum
- Put half your clothes in storage to make closets look bigger. Keep closet floors empty and shelves uncluttered.
- Make your linen closet meticulous; people judge hidden wiring and plumbing by how neat your linen closet is!
- Hide all electrical cords and wiring.
- Eliminate unhealthy plants.



Make the Bathroom Sparkle!

A clean bathroom is imperative. People are just "funny" about bathrooms, so make sure it's immaculate.

- Clear off shelves and put away personal items.
- Replace caulking in the shower and around the tub.
- Hang a new shower curtain and liner or make sure shower doors are clean and spot-free.
- Buy fresh hand towels and rugs.
- Replace old soap.
- Fix all running toilets.
- Create a crisp, spa-like atmosphere with fluffy towels, candles, and other soothing scents.



Fresh Scents Make Sense!

Pet odors, cigarette or cigar smoke, or any other out-of-place odors are major turnoffs for potential buyers!

- ✓ Remove cat litter, dog beds, and any other smelly pet items.
- ✓ Warm a few drops of vanilla inside the oven door.
- ✓ Smoke outside; remove all ashtrays.
- ✓ Furniture, drapes and carpets/rugs absorb odors. Make sure they are all cleaned and deodorized
- ✓ Keep the trash can clean.

Miscellaneous Tips

- In general, empty houses look smaller. Rent or borrow furniture if you need to in order to make the home look lived in and give the buyer a sense of space.
- Use the "rule of three" when it comes to accessories. Generally, odd numbers work best in groupings.
- Make small rooms seem bigger by painting them the same color as adjacent rooms.
- Fresh neutral colors work best

Don't Empty the House!

Empty houses tend to make sellers look desperate. As a rule, buyers don't pay full price for empty houses. In addition, empty rooms look smaller!

- Rent or borrow furniture, if necessary, to make the home look lived in and give the buyer a sense of space.
- Go with the Rule of Three when using accessories. Odd numbers are generally best.
- Repurpose unused rooms: Turn empty spare "junk" storage rooms in your home into a fantasy space for potential buyers. You could make a media room, exercise room, art studio, hobby room, playroom, or even a meditation space.