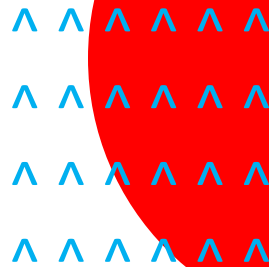


Seller Showing & Staging

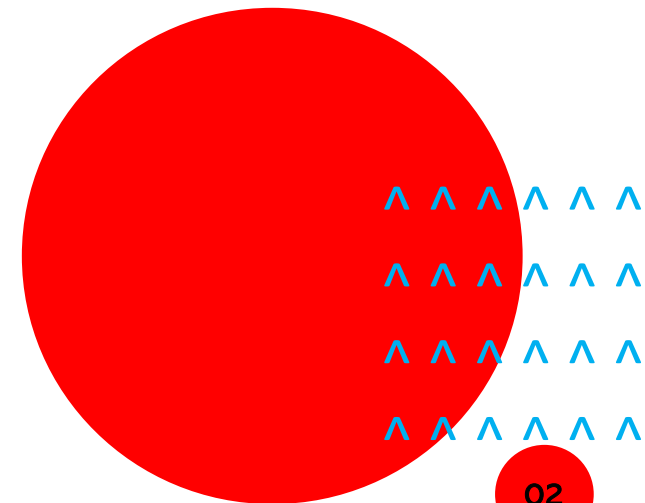


Benefits of Staging

Staging is your ticket to getting your listings sold. In a shifting market, there is more competition than ever – your listings **MUST** stand out!

- Staging is non-negotiable in many parts of the country.
- Agents like great-looking homes; they are easier to sell.
- Buyers are looking for value.
- Staging enhances your reputation as an agent.

PERSPECTIVE ON STAGING



Convincing Your Sellers to Stage

Tips for Discussing Staging

- Inform sellers that the return on investment will be higher with staging, and that you will only recommend changes that promise a return for their time, effort, and money.
- Give real examples.
- Gauge their reactions and adjust your presentation.

CONVINCING YOUR SELLERS TO STAGE

Explain Staging

- Talk about what staging is.
- Give them printed information.
- Supply a checklist for the process.

Look for resources in other courses such as KWU Ignite



CONVINCING YOUR SELLERS TO STAGE

Set Expectations

- Be diplomatic
- See with buyer's eyes

OPTIONS FOR THE STAGING CONSULTATION

Do It Yourself

Pros

- You will spend more time with your sellers, enabling you to build a relationship.
- There is no monetary expense.
- You have control over the finished produce.

Cons

- You become the bad guy.
- It may cost you more in time (which you could otherwise spend lead generating) than it would pay for a consultation.
- You may not have the skills or resources to stage different types of homes.

Evaluate the House

Review the Property

- Start by evaluating the curb appeal.
- Inside the home, look at the layout and determine where extra furnishings can be distributed throughout the house.
- Note rooms that are painted bright colors or have strong wallpaper that won't have mass appeal.
- Note clutter, imbalance, and light.
- Check flooring for wear or bad color/pattern.
- Check ceilings, baseboards, windows, and doors for cracks.

IMPLEMENTATION

Overall Considerations

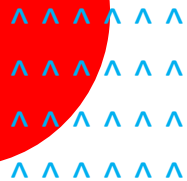
Simple Staging Consultation vs. Extensive Services

Simple

- Remove clutter
- Clean
- Paint
- Rearrange furniture to create space & flow

Extensive

- Remove clutter
 - Clean
 - Paint
 - Rearrange furniture to create space & flow
- +
- Significant home repair
 - New flooring & window treatments
 - Upgraded kitchen features
 - Rent furniture & plants



IMPLEMENTATION

Overall Considerations

Pets

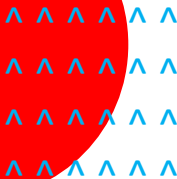
- Keep food areas & litter boxes fastidiously clean.
- For open houses & showing appointments, put the dog in doggy day care, & leave the cat outside our crated indoors.

Children

- Small children need to select their favorite toys & put others in storage.
- Teens need to remove all personal photos & take down their posters.

TOP 10 REASONS TO HELP A SELLER

1. Market Value
2. Estimate of Net
3. Tips on Market House - More Sellable
4. Advice on Timing of Sale
5. Estimate of Repairs
6. Tips on Showing a Home
7. Tips on Advertising
8. Reasons the Home didn't Sell
9. Area Competition
10. Saleability Checklist



Staging an Empty House

How to Stage an Empty House

- Refer to your checklists and follow the same procedures as you would for an occupied home. Merely omit the jobs that have anything to do with furnishings and belongings.
- Rent furniture and add pictures, silk flowers and cushions to create a warm, lived-in look.
- Arrange for light maintenance.
- Virtual Staging

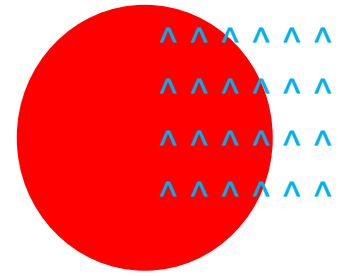
SCRIPTS

- A picture is worth a thousand words.
- Can't we sell the house "as is?"
- We're moving out, why should we spend any more money on this house?

My Plan for Marketing Your Home

- Submit your home to the Multiple Listing Service
- Submit copies of your listing to all agents on our sales force.
- Develop a list of features and benefits of your home including photos and virtual tour.
- Advise you as to changes you may want to make on your property.
- Contact 50 homeowners in the surrounding area.
- Provide a professional sign, lockbox, sign riders and information tube.
- Hold open houses a minimum of once a month virtually or in person.
- Advertise for Sunday open houses in social media.
- Provide for cooperating brokers a list of features and benefits.
- Follow-up on all salespeople who have shown your home for feedback.
- Represent you upon the presentation of all offers.
- Handle follow-up and keep you informed after acceptance of an offer.

Referral List



Who do you know who may need my service?

NEIGHBORS:

1. _____
2. _____
3. _____
4. _____

FAMILY:

1. _____
2. _____

WORK:

1. _____
2. _____

CHURCH, CLUBS & ORGANIZATIONS:

1. _____
2. _____

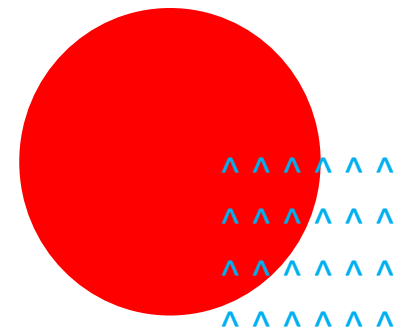
PROFESSIONAL SERVICES (DOCTORS, DENTISTS):

1. _____
2. _____

TRADES (BARBER/HAIRDRESSER, MANICURIST, POOL PERSON, PEST CONTROL):

1. _____
2. _____

Prospecting for Referrals



- M Personal Friends And their personal friends...
- M School Connections Teachers, classmates, fraternity & sorority members, alumni, etc.
- M Business Connections Former employers or employees, fellow employees, customers, clients, competitors, etc.
- M Organization Contacts Members of church, clubs, military or navel groups, your men's & women's associations, farm organizations, ethnic groups, Chamber of Commerce.
- T From My Public Activities Co-workers in civic and religious organizations, charities, etc.
- T Trades People, Etc. My past and present grocer, butcher, home delivery people, pharmacist, news dealer, plumber, auto dealer, service personnel, physician, dentist, hairdresser, manicurist, pest control, pool man, yard man.
- T Through Sports & Hobbies Contacts through hunting, fishing, bowling, photography, collecting, stamps, gym.
- T Because of My Home Owner or builder and subcontractors and their employees, neighbors, bus driver, mailman.
- T Through My Family's Contacts Spouse's friends, school and college teachers (school, music, swimming, dancing, classmates, etc. Their relatives (parents, children, etc.)

Don't forget to put a business card in every bill you send.

Marketability Checklist

- | | | |
|--|------------------------------|-----------------------------|
| <input type="checkbox"/> Listing at fair market value | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Listed at below market value | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Owner financing available | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> No physical problems with the house | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Lockbox information tube | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Occupants absent from showings | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Easy to show | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Government terms available | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Post-dated price reduction | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Odd sales price | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Full term listing agreement | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Bonus to selling agent | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Easy to find | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yard sign | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Yard immaculate | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Immediate possession | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Extras included | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Appraisal ordered | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Home protection plan | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Available for tour | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> All repairs completed | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Redecorating completed | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> "Cream Puff" condition for showing | <input type="checkbox"/> Yes | <input type="checkbox"/> No |
| <input type="checkbox"/> Sellers have signed Marketability Checklist | <input type="checkbox"/> Yes | <input type="checkbox"/> No |

Associate: _____ Seller: _____

Date: _____ Seller: _____

Getting Your Property Ready for Its Closeup

A Home Preparation Checklist

Photographs are the first thing buyers use when deciding to see a property - If they don't like the looks, they move on to the next listing and you've lost them. Before the photographer arrives use the following list to prepare your property for a photo shoot that will make it stand out from the crowd. This will make the process go quickly and produce the best shots...

Exterior

- Move vehicles out of the driveway & away from the front of the home
- Cut and water the grass 4-5 hours before the shoot
- Pull any exposed weeds, spruce up landscaping
- Remove toys & other items & clear the entry way
- Hide the BBQ and remove (or clean) garden furniture
- Place trash barrels & garbage out of sight

General

- Open all drapes & blinds
- Remove furniture that obstructs windows
- Turn ALL lights in the house ON (ceiling, table, under counter)
- Replace burnt out light bulbs
- Turn all ceiling fans OFF
- Turn televisions off, hide remotes & clean the screens
- Remove ALL personal photos on counters or hanging
- Clear home office of clutter & box loose papers
- Make beds, close closets. Clear nightstands & dresser tops
- Open doors between rooms
- Remove all evidence of pets (bowls, toys, beds, etc.)
- Contain pets in an area that will not be photographed
- Remove rugs from floors, especially tile & wood
- Conceal or remove electrical cords (except lights)
- No shoes by the door or anywhere

Kitchen

- Remove calendars & clear countertops, refrigerator magnets, pictures, lists, etc.
- Leave 1-2 appliances but too many distract. Polish the ones left on display
- Remove/hide trashcans & dishtowels
- Remove dishes from the sink and drying racks

Bathrooms

- Toilet lids MUST be down
- Clear the countertops of ALL items
- Remove cleaning brushes & trash cans
- Remove bath items or close shower curtains
- Use a full roll of toilet paper

IMPORTANT! For safety, make sure to remove pictures and names of children from bedrooms, walls, photos, etc. Since photos will be posted on the MLS, Zillow, Trulia and other listing services, it is unwise to expose names and addresses of children to the public.

