

Real Estate
Staging Expert
Higher Standard
Real Estate Professional

Builders, Realtors & Individual Home Buyers have contributed to the compellation of Associate Worx exclusive home staging formula. The technology has been applied & proven effective in Home Sales & Marketing since data acquisition & recording began in the early 1950's.

Price increases of as much as 13% can be linked directly to key staging & preparation decisions. The duration of listing time on the market can be cut by as much as 40% by simply following this formula.

If you want to sell your home faster & for the highest possible price you should trust the Associate Worx certified staging professional formula.

Initial Review Highest Priority Checklist

These Items Represent Greatest Deterrent in Procuring An Acceptable Offer:

Acceptable / Attention
Suggestion: _____

ODOR is the number one deterrent in procuring the initial emotional connection necessary to engage your buyers interest. "The" first & lasting impression on your potential buyer is heavy scent. As they enter your home. PET ODOR, SMOKING, KITTY LITTER, OILY COOKING, OVERBEARING DEODORIZERS trying to mask all of the above are potential deal breakers. Third party analysis or anonymous feedback from buyers or Realtors is the only way you will know, if that is what is preventing you from selling your home..

Acceptable / Attention
Suggestion: _____

CLUTTER is next on your to do list. Even the most experienced real estate investor is distracted as eyes are drawn to personal effects instead of the Real Property. Counter tops should be cleared, refrigerator magnets removed, bulletin boards taken down, toys stowed away, trophy's off display, "teenager" posters should come down. Even family pictures & sentimental items have no place in the home staging process. Remember if you have your way, this is not your home anymore, let's make it look like their dream home, not yours!

Acceptable / Attention
Suggestion: _____

WINDOWS & SCREENS are vital in the home staging process. If you study the most profitable builders they are rigorous about the brightest cleanest windows possible. Corner to corner inside & out cleaning of all windows, screens, sills & dusty blinds could represent your highest return on invested time. Lubricate all cranks, locks & sliders while you clean.

Acceptable / Attention
Suggestion: _____

PAINT is inexpensive!!! That is the real estate investor's adage that goes along way in the home staging process. Your personal taste in colors is not always the best. This is a simple popularity contest & the modern, clean, popular color schemes are on line, on model row, & at your paint store. Take your opinion out of the equation & think like a builder. Fill holes & cracks before painting & remember at \$14 per gallon, you can not go wrong with a fresh coat of paint.

Acceptable / Attention
Suggestion: _____

CURB APPEAL is a broad term. It means lawn is cut & free of brown spots; landscape is pruned & the beds have been mulched. There should be no weeds growing through the sidewalk or steps. The sidewalk & porch is swept & free from mold & mildew, grease or grime. The driveway is empty or the family car is the only thing in it. The doorway is clean (fresh paint), door handles shine & there is no rust, cob webs or clutter in sight as you approach the entryway.

Acceptable / Attention
Suggestion: _____

DARK, DAMP or DINGY. Find "The" room, we all have one! The room or closet that needs the most attention. Empty it out completely, even if it is your entire garage. Call Pods, Storage or simply take it to the curb. Open the windows, air it out, & put back only the items that ADD VALUE!

Acceptable / Attention
Suggestion: _____

DUST, COBWEBS, CEILING STAINS, & CARPET STAINS These should all be KILLZed, cleaned or covered. Ceiling fans catch dust on their blades, high corners need a broom & stained or frayed carpet can cost you Tens of Thousands of Dollars in the early stages of home shopping & selection.

Acceptable / Attention
Suggestion: _____

WOOD ROT is a now or later item. A support post or fascia board which has water damage will be flagged on a termite report. Early repair will prevent DRY WOOD TERMITE report; which can cause delays, these red flags may make mountains out of mole hills. Fix these items now to avoid later delays.