



Preparing your home BEFORE putting it on the market is a key component to selling it FAST and for the HIGHEST VALUE. The goal in this process is to create a space that is warm, inviting, and neutral - so that as many potential buyers as possible can envision themselves in the space you have created. The following are some tips to help you accomplish those goals.

- 1. Consider home improvements that will make the biggest impression for minimal cost.** The TWO MOST BENEFICIAL improvements we have seen in our experience are PAINT & FLOORING (particularly carpet). You may have a gorgeous mural painted in a room or bright colored accent walls that YOU love, but this may be a turn off to potential buyers. Putting on a fresh coat of a **neutral-colored** paint throughout the house can do wonders for the first impression your home makes. New flooring is another incredibly beneficial improvement. Most of us are fairly hard on our floors (between wear and tear, kids, and pets) and potential buyers can often smell odors that we no longer detect because we have become desensitized. Replacing flooring not only has the potential to modernize the look of your home, but the new carpet smell creates a "new home" sensation that is highly desirable to many buyers.
- 2. Prepack.** Clear as many surfaces as possible, leaving only items that are necessary or that enhance the visual appeal of a room. In kitchens, remove appliances from countertops before listing photos are taken and before home showings. In bathrooms, remove ALL personal hygiene items (such as toothbrushes, razors, hair products, bar soap, etc.) In other rooms, clear all surfaces leaving only items such as plants, neutral artwork, lamps, etc. Purchase matching, stackable (opaque) bins to store items you do not want out in the open during the listing period. This is a great time to purge and rehome items that you do not use and also gives you a head start on packing for your upcoming move. Do not overfill closets or the garage, as this will give prospective buyers the impression that there is not enough storage room in the home. If you need to rent a storage unit for a short period of time to store unused items while your home is listed, many storage facilities give a great deal for the first month and are month-to-month contracts so this can be a wonderful and inexpensive option.

3. **Depersonalize & decorate with simple, modern touches.** You want home buyers to see this as THEIR home, not yours. This can be an emotional process for sellers, but it is important to have a mindset that you are handing this home over to people who will make it a part of their personal story, just as you have. After decluttering and depersonalizing, you want to create a warm, inviting space with modern, clean, and simple design that is welcoming to potential buyers. Your buyers are likely to be in a similar life stage/age range as you were when you bought this home, so updating spaces to appeal to buyers in that category can be very helpful. Here in Hawaii, modern coastal vibes, with cool colors such as blues, grays, and greens are often very desirable to a very broad range of buyers. Using light, airy colors and textures, such as lots of white accents and sheer curtains will help to brighten your space and make it feel larger rather than closed in.
4. **Have your home professionally cleaned.** (We can't stress this one enough!) A home that does not feel or smell fresh and clean can be a pretty big turn-off to potential buyers. It is very easy to get desensitized to how our home smells or looks, because we LIVE in it, and it is not practical to constantly have a perfectly clean house in the midst of busy lives. BUT, during your listing period, you want it to be as clean as possible at all times, so starting off with a deep clean by a professional cleaner can give you a head start on getting (and keeping) it looking spotless! Keep Clorox wipes or other quick touchup cleaner solutions handy, so that you can get it back in shape in a hurry if a showing gets scheduled.
5. **Don't forget about outdoor spaces.** Many people have different priorities in a home. For many buyers in Hawaii, outdoor spaces are incredibly important. We live in a state that has amazing views and weather and we like to enjoy the beauty of the outdoors with our friends and family. Make sure you capitalize on any outdoor spaces you have available by adding seating/dining areas and installing and/or maintaining clean, simple landscaping that enhances your space! Power wash your exterior and sidewalks, add pops of color with plants and black mulch, keep lawn trimmed nicely, and store toys or lawn equipment, so that the yard looks like an oasis buyers would love to relax in after a long day of work!
6. **Get a second set of eyes.** Having someone such as your realtor or a professional home stager (or both) come and give a second opinion on your home and any potential concerns is incredibly important. It's not always easy to hear someone critique your home (especially when you have worked really hard to get it "perfect") but a second set of eyes can often shed light on a few blind spots that have been missed. Make a checklist together of the projects that need to be done before you can list and assign timeframes for completion. This will help you to make sure you have completed them all before listing day. Remember, those first two weeks on the market are crucial... you never get to make a *second* first impression, so make sure you are ready to WOW every buyer that walks through your door. Getting your home ready to make the absolute BEST first impression when it hits the market takes a lot of work but can be incredibly worth it in the long run. Good luck and we wish you a quick and successful sale!





What to Expect When Staging

Preview/Staging Consultation:

- The preview/staging consultation fee is \$150 + HI GET, and is due at the time of booking the preview. If staging services are booked, the entire amount paid for preview will be applied to the staging package.

Pre-Staging

- Because a large percentage of our work is done prior to installation, a 25% non-refundable deposit is required to schedule staging services. An invoice will be sent to the financially responsible party for this deposit at the time of booking. Your requested date will be held once the invoice is paid.
- Please have the home clean and empty with all work (construction/renovations) completed.
- Please have electricity, plumbing, and air-conditioning turned on and working.

NOTE: If our team arrives and the property needs cleaning or is not ready for installation (ie. construction still in process, construction materials or seller's belongings still in home), a rescheduling fee will be charged (to cover the labor and truck rental costs our company has incurred). New installation date/time will be subject to current availability. If cleaning needs are minimal, and we feel our staff can provide what is needed in order to begin installation of our inventory, we will offer cleaning services for an additional hourly fee.

Staging Day:

- We will arrive on property in time window given to you in your contract or agreed upon with realtor.
- For most homes, installation takes one to two days, and you will be informed in your staging proposal what our estimate is.
- Photography can be scheduled for the following day.
- We want to honor all of our client's time, so there is a fee to reschedule if this is done with less than 72 hours' notice and reschedule date will be subject to availability. Cancellation and rescheduling policies can be found in staging contract.
- Only Householder Home Staging staff may be in the home on day of staging installation (no homeowners, contractors, cleaners, etc.). Realtor may open the house and give any additional instructions at the beginning of the day, and then return when complete for a final walk-through. We will give realtor a one-hour notice call or text to inform them of estimated completion time.
- Invoice for payment will be sent to financially responsible party on the morning of staging completion, and is **due in full before our team leaves the property.**

During Stage

- Home must remain vacant except during realtor showings.

Home has SOLD!!

- Congratulations!
- **Our movers are contracted through an outside company and therefore are not always available with a short notice. Please give our company a 14-day notice when requesting a destaging date. If a 14-day notice are not given, a “last-minute booking” fee will be charged to cover any difference in our normally contracted movers price and the price of the alternate movers.**
- HHS will spackle any holes made by our company for art installation. We will also touch-up paint over these holes IF paint is supplied (and labeled according to room) by homeowner/seller, to ensure proper paint match.

2023 Basic Vacant Home Staging Package Pricing

Pricing may vary based on a number of factors. Actual quote provided after property walkthrough. Prices subject to change.



**Pre-Staging
Consultation Fee:
\$150**

If staging services are booked, the total amount of this fee will be applied towards amount due in staging fees.

2/1

Up to 1000 SqFt
2 Bedrooms
1 Bathroom
1 Kitchen + Dining
1 Small Living Space
1 Small Lanai

\$2600

3/2

Up to 1350 SqFt
3 Bedrooms
2 Bathrooms
1 Kitchen + Dining
1 Living Space
1 Lanai

\$3300

4/3

Up to 1750 SqFt
4 Bedrooms
3 Bathrooms
1 Kitchen + Dining
1 Living Space
1 Lanai

\$4250

Add-Ons

Bedroom/Office \$250
Bathroom \$100
Dining + Kitchen \$350
Living Space/Loft \$350
Lanai \$350
Add'l SqFt \$2.00/Ft2
Elevator/Difficult Access \$350+
Outside Delivery Area Varies

Starting At:

Basic Vacant Home Staging Packages include:

- Consultation (Initial Consultation fee applied towards package upon booking)
- Delivery (for ground floor units within 15 mi of our Kapolei storage and up to square footage listed in package) & Installation of all Furnishings/Décor
- Rental of all furnishings/décor for up to 45 days
- Destaging/removal & spackling of holes created during art installation.

Extension (after 45-day term) will be charged at 15% of original staging fee per week or 50% per month, and autopay must be setup prior to beginning a staging extension.

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