

Excerpts from a Staged-to-Sell Plan



Dear Special Client,

Thank you for walking me through your beautiful house. As promised, this is your **Staged-to-Sell Plan**. Just start work in the “priority” areas and move through your house as you check off each task. Do what you can with the time, energy and resources you have and trust that the rest will be good enough. Remember, I am available to clarify these suggestions via text, email or phone call--**at no cost**. Please feel free to contact me anytime throughout your preparations to get recommendations, share your progress or to celebrate the successful sale of your house. I know you'll do great!

We have a few options for you as you work through your preparations:

1. If you need help **implementing** these suggestions, our team has staging assistants available to help arrange furniture and décor once you have had your house decluttered and cleaned.
2. If you decide to **rent furniture or décor** for one or more areas, we can send you an estimate for vacant staging costs--just let us know. Vacant staging is highly customizable: from just renting the furniture to full-scale, white-glove implementation, however little or much you want, with no minimum rental amounts or periods. I have included some ballparks for you from us and another vendor to vacant stage your priority areas.
3. Many clients love how their house looks once it's staged and wish they had hired a stager earlier. We offer a **Staged-to-Stay Plan** and other staging services that start with your existing furniture and continue to helping you choose paint colors or additional furniture and décor in your new space. The average report costs about \$600 for 3 complex rooms.

A full list of our services is available at www.calmcastle.com/services and we provide guaranteed, itemized estimates. Last but not least, ****WE LOVE REVIEWS****. They help potential clients understand who we are and what they can expect if they try us out. If you'd like to submit a review about your experience with us, we would be very grateful. We are at:

- facebook.com/calmcastle
- yelp.com/biz/calm-castle-ellicott-city
- houzz.com/pro/calmcastle
- zillow.com/profile/calmcastle
- goo.gl/maps/ogvve44NqyH2

Our Client's Reviews Won Us These Awards!



Regards,

Tenay Benes

Owner, Calm Castle Staging & Design

Staging Tips & Tricks

In addition to implementing your customized home staging recommendations (below), make sure to implement these basic staging tips in every room to make your house the standout listing in the neighborhood!

Buyers love rooms that are:

- **As Intended.** Allow buyers to see the builder's vision for your house by staging each room as it was intended. For example, stage that dining area that you've been using as a playroom with a table and chairs to showcase its most profitable use.
- **Repaired.** Assure buyers of the quality of your house's construction and maintenance by making all large and small repairs before showing. A small wall crack or a torn window screen can make buyers wonder, "What else is broken that I cannot see?"
- **Clean.** Present your house to buyers at its best by making everything clean and shiny. Get all carpets professionally cleaned, scrub the kitchen and bathrooms, and remove scuff marks from walls. Make sure to remove or hide all odors-causing items including ash-trays, pet potties and full diaper pails.



- **Ten more bullets with links to examples here**

How to Downsize

About half of our customers find themselves having to downsize to move. Here's a list of suggestions on how to get other people to do much of the work for you:

1. **LABEL ITEMS FOR STAGING.** Invite a home stager to your house to find out which minimal pieces of furniture are critical to showing your house well during listing. Place a bright pink post-it note on all of these items in the Custom Recommendations, below.
2. **LABEL ITEMS FOR MOVING.** Use a bright yellow colored post-it to label items you want to take with you to your next home. (Note: one item of furniture MAY have two different colored post-its.)
3. **Nine more steps with explanations here**

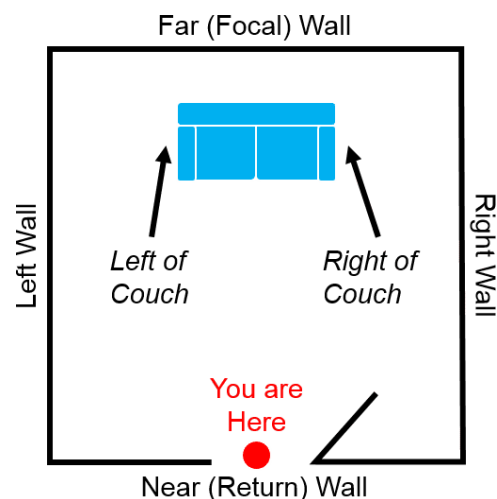
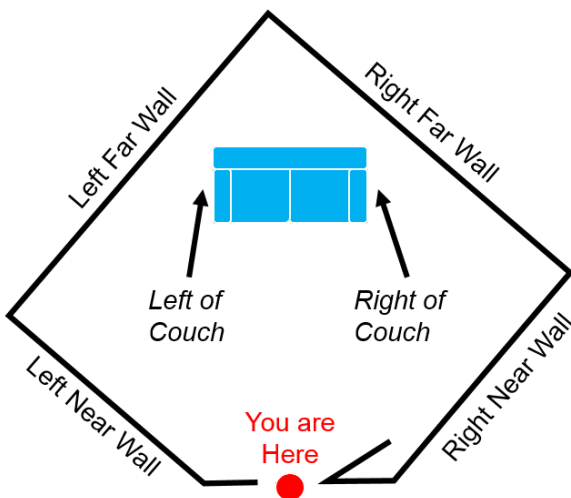
Custom Recommendations

Instructions

- All instructions are from the main door/entry (described in parentheses if there are multiple)
- Walls are described as "far", "near", "right", or "left" from the main entryway (e.g. "near wall" is usually the wall in which the entryway stands and "far wall" is the wall opposite the entry)
- Furniture and décor placement is described **while standing in front of the item** (e.g. "on right of couch" means your right hand side as you're looking at the couch—NOT sitting on the couch)

Legend

- "Rehab" includes painting, fixtures and rehabbing
- "Remove everything" means remove all furniture and decor (including wall art and rugs)
- "Repurpose" means to use furniture or decor from another room (noted in parentheses) into this room
- "Rearrange" means to move around some items to present an idea or concept
- "Rent, borrow or buy" means to acquire furniture or decor from a friend, company or store to use in this room -- please note that **rental example pictures are for large furniture** but smaller accent pieces and decor may be switched out to create a custom look for your property
- **Four more bullets about how we prepare our deliverables go here**



Project Details

Specifics of project go here

Interview

Why are you moving and when?

What is your favorite feature of your house?

What work have you already done or are planning to do to prepare for your move?

What is your budget for additional work?

Ten more questions about client's staging resources go here

Priority of Staging

1. Living/dining combo
2. Kitchen
3. Master bedroom

To-do List

THROUGHOUT HOUSE

- Declutter by prepacking all small items

MAIN LEVEL

****Eat-in Kitchen 17x14, 17x8 eat-in area**

Rehab:

- Sand and paint all paneling Benjamin Moore pure white
- Sand and paint all cabinetry Benjamin Moore dove white
- Replace cabinet hardware with brushed nickel
- Replace light fixtures with two matching versions (one semi-flush, one chandelier 14" or less)
that go with living/dining/hallway lighting

Remove everything except:

- White hutch, arranged per example link
- Table without leaf floating under light fixture
- Four matching chairs around table
- Fruit bowl centered on table
- Wine wall art triplet centered on existing wall

- Microwave centered on counter nearest to living room door
- Coffee station on counter nearest to carport door

Rearrange four place settings on table

****Living Area 15x13**

Rehab:

- Repaint purple walls to match other walls
- Repaint coffee table with white chalk paint or stain

Remove everything except:

- TV and entertainment cabinet in place
- Firewood holder and fireplace tools in place

Repurpose:

- Sofa from recreation room under windows closest to TV
- Loveseat from recreation room perpendicular to sofa, facing TV
- End table from recreation room on corner in between loveseat and sofa
- Silver table lamp from master bedroom on end table
- Floor lamp from recreation room in corner closest to TV
- Gray curtains from recreation room glass door to replace purple curtains
- OPTION A: Night table from master bedroom to replace glass china cabinet
- OPTION B: replace contents of glass cabinet with large dishes, neatly stacked

Rent, borrow or buy wall art pair mounted above night table in OPTION A

Instructions for seven more areas go here

LOWER LEVEL

****Recreation room seating area 20x 14**

Rehab green walls by painting to match other walls

Remove everything except sheer gray curtains

Repurpose:

- Sectional from living room to face fireplace
- Patterned chair from living room in near right corner closest to stairs, next to fireplace, on a diagonal

Instructions for four more areas go here