

Low-Cost Home Staging Tips For Move-In Ready Appeal

By Patti Stern

When preparing a property to stand out in today's competitive real estate market, sellers must be open to making basic updates to create "move-in ready" appeal and help savvy buyers easily envision living there.

The good news is that showcasing a warm, welcoming and cheerful property doesn't have to cost a fortune. Here are key interior home features that we assess with our clients, along with on-trend, low-cost solutions that we recommend to "wow" a broad demographic of buyers and increase perceived value.

PAINT TRANSFORMS A HOME

Painting over an outdated room color is one of the most affordable ways to instantly give any room a fresh and modern transformation. Remove outdated wallpaper and dated colors with trending soft "greige" (a mix of beige and grey). A fresh coat of a modern paint color can enhance architectural features and décor such as kitchen cabinets and bathroom vanities as well as boost the value of your home.

UPDATE OUTDATED FLOORING

It's important to showcase hardwood flooring (a feature today's buyers love) at its best. It might be time to refinish your hardwood floors to remove scratches and attract and engage buyers. Worn and dated carpeting is also a turn-off to buyers. Consider updating with inexpensive, light-colored carpeting that will give your home fresh appeal. Rugs are the perfect multi-functional accent. We often layer carpeting with a modern rug to ground furniture and add depth and style. With the range of sizes, textures, colors and designs available, be sure to choose a rug that will add a boost as well as complement the neutral palette throughout the room.



Tip: Showcase Windows!



Tip: Invest in Kitchens!



Tip: Paint Transforms a Room!

INVEST IN KITCHENS AND BATHS

Kitchens and bathrooms are perhaps the most important rooms to buyers. To instantly bring a tired kitchen or

bath to life without a costly investment, start by repainting dated and dark cabinets and vanities with bright white paint. Another

inexpensive cosmetic fix is to replace only the cabinet door panels while keeping the boxes in place. Complete the look with modern hardware (handles, drawer pulls or knobs) from your local hardware store for added style and you will "wow" buyers.

NEW LIGHTING ADDS STYLE

Lighting is an important design element that can affect the mood of a room more than any other accessory. Adding modest updated lighting in on-trend mixed finishes such as brushed nickel, chrome or soft gold tones will bring warmth and sophisticated style to any room. From the entry way to the master bathroom, modern lighting can play an important role in engaging buyers. It can also be used to draw attention to certain features in the room such as a beautiful marble or quartz countertop, appliances or high ceilings.

SHOWCASE WINDOWS TO LET THE LIGHT IN

To help buyers see the potential of a space, let in the light by completely revealing windows. Be sure to remove heavy, dated window treatments and show off large windows with unique custom molding or a gorgeous view. Otherwise replace with neutral floor-to-ceiling panels that will soften the room and add texture but won't detract from the décor.

Patti Stern, principal, interior decorator and professional stager of PJ & Company Staging and Interior Decorating, has been decorating and staging homes since 2005 for clients across Connecticut, New York and Massachusetts. For more examples of interior decorating and home staging, visit pjstagingdecorating.com.