



Winter Staging

Be sure to always show off
your home's best features
— even in the “off-season”.

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CLEAR THE PATH

Getting to your front door should not be a quest in and of itself. Sweep or shovel your driveway and all walkways that lead to the front door and around your home.

Not only is this a safety issue, but clearing the path allows potential buyers to notice the chevron brick walkway or flagstone path.

This is an important time to keep up with your yard work — especially if there is no snow on the ground.

Leaves should be raked up regularly, and landscaping should be pruned to avoid looking scraggly, as if it hibernated for the winter.

THINK ‘CHEERY AND BRIGHT’

Cold and dreary weather doesn't make it easy for your home to put its best “face” forward. Take extra care in the presentation of your front entryway.

Brighten it up with a colorful wreath or a swag of fresh greenery. Consider giving your front door a

fresh coat of paint and add planted seasonal bushes — such as holly — on your front porch or stoop. Consider greenery on the mantel for a cozy touch.

MAKE IT COMFORTABLE

A chilly house can be uncomfortable. Turn your thermostat up before a showing. Arrange an extra coat rack near your front entrance so potential buyers can take their coats off and view your home in a more

relaxed and comfortable atmosphere.

Bonus tip: A warm house invites lingering in colder months — giving them more time to fall in love with the space.

DE-PERSONALIZE — TO AN EXTENT

Ever wonder why “show homes” sell new builds so well? It is because building companies have mastered the balance between enough furniture and decor so that a space looks lived in and

cozy, but zero clutter and personalization.

Removing personal photos and replacing them with inexpensive, general artwork is a great first step. Removing all clutter (like those stacks of paperwork you've been meaning to get to or the piles of toys littered throughout the house) is a must.

Staging your home is a great way to both show potential buyers all your home can be and depersonalize it a bit so that they can better imagine themselves in the space.