

# \$TAGING YOUR HOME TO \$ELL

## *Get Behind Their Eyes*



Buyers make an emotional connection with a home within the first few seconds of seeing it. Cleaning, planting, trimming, and clearing away unused items can create an inviting and warm welcome.

## *Do Their Work*



Selling a home is different than living in it. Even though the buyers know you live there, they don't want to feel as if they've invaded personal space by dealing with laundry, dirty dishes or personal care items. Don't let them imagine the perfect home... create it for them!

## *Find Common Ground*



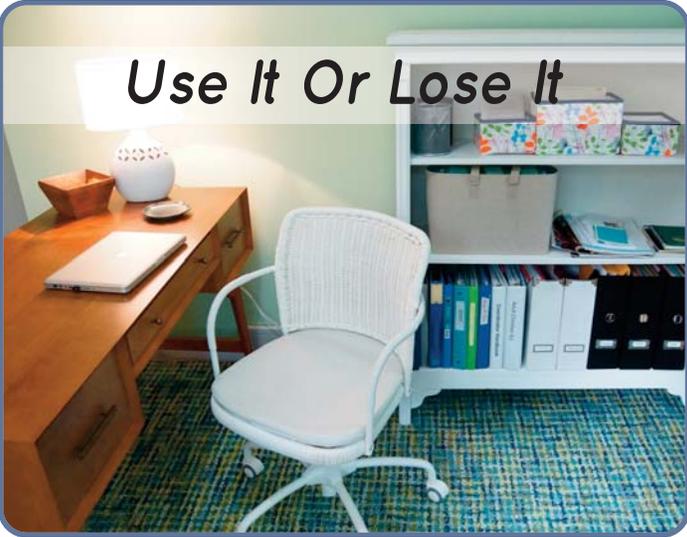
Ever notice that beautiful model homes appeal to everyone who walks in the door? Create your own model property by going for neutral color schemes, open spaces, and current styles. Buyers will feel invited to linger and consider what your home has to offer.

## *Open Up*



Buyers all want open spaces, whether your floor plan is a modern model or a cozy bungalow. Uncover windows, add lighting and edit furniture. Removing some small and large items to create more space will pay you back with a faster sale.

## Use It Or Lose It



Great homes are light, bright, spacious, clean, and beautiful. Your beloved figurines, taxidermy or special collection may distract the buyer. Packing items early means adding dollars to the sale!

## Sell The Space, Not Your Stuff



Use what you own and arrange furniture to accentuate your home's benefits, such as a great view, period architecture, or a beautiful fireplace. The buyer needs to focus on the house, not the stuff. Buyers who can't see the fireplace or the windows won't be romanced by them.

## Get Help When You Need It



Selling a home takes effort and can be stressful. This is the time to get help, especially if you have a deadline. Contractors, friends, and professional home stagers can reduce your stress level. Ask for help rather than risking costly price reductions and a lengthy stay on the market.

## Let Us Help Make Your Home a Model Home.



HeartWork Organizing, LLC offers professional home staging, as well as other design and organizing services since 2005. Darla DeMorrow is a certified Staging Professional, and is a member of RESA, NAPO and APPO. Our team's mission is to help people achieve a sense of peace with simple yet effective solutions. We offer consulting, hands-on assistance, and seminars throughout the Philadelphia region and nationwide.

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