



## Helping clients make their homes more marketable

By: Kelly Leighton



If your clients are looking for ways to make their home more marketable, Tori Toth, founder of the Stage 2 Sell Strategy & Stylish Stagers, Inc. is here to help.

First and foremost, before you schedule time to take photos of the home for the listing, encourage your client to clean up clutter, said Toth. "Some sellers don't take the time to organize things before the agent comes in to take photos, and you will see all kinds of stuff on their surfaces that will only take a few minutes to put away. It is cost-effective and easy. The buyers are just focused on the stuff and not the room."

When looking for inspiration for staging a home, Toth said your clients don't need to look very far. "Look at your neighborhood. If you live by a ski area, go for that, and bring in accessories that set that theme. When buyers are walking through, they can be reminded of the lifestyle they can have if they live there. A clean, simple theme always helps too. Everything should always be light and bright and be neutral but not boring," she advised.

to a home.

She also suggested looking at other homes online via the MLS to see what homes have recently sold in the area, and what the decor looked like. Magazines and websites can be helpful for tips and trends, as well as a visit to a store like Home Goods, which carries trendy home items for more affordable prices. She said a few cheap purchases can update a room instantly.

To show off furniture, position across from the entrance of the room, said Toth, so that the furniture is highlighted when someone enters the room. "You want to show off those pieces," she said. "It will ultimately open up the room and the space, and then you can play around with other pieces in the room."

She also stressed the importance of lighting. "The more nature light in a room, the better," she said. "Open shades and windows when it's warm out." Positioning a mirror across from a window can help natural light bounce around a room, she said.

For some less expensive fixes, Toth said painting is a great cost-effective renovation that freshens up a space. Additionally, updating switch plates, doorknobs and light fixtures can also spruce up a room without costing a fortune.

But ultimately, she said, remind your clients that organizing and cleaning are the most cost-effective and easy ways to add appeal