

How To Dress Your Apartment For Success

by Jill Vegas
Jill Vegas-Staging Company

Everyone knows that it's easy to meet the world with a smile if you're well dressed. It's fabulous knowing your outfit is stylish and tailored, and it's amazing how it boosts self-confidence.

There's nothing more important than first impressions. They leave a permanent mark in which nothing that happens later will ever erase. When it's time to sell a property, this same principle is true. That's why so many are turning to staging so that the apartment has the right look and makes a great first impression. Staging simply means putting the right outfit on a property so that everyone who walks through the door feels welcome.

How can you do this?

First, begin with a staging consultation. A consult is the perfect way to receive advice on what to keep, what to get rid of, and how to glam things up so that everyone who steps inside will fall in love.

Staging doesn't have to cost an arm and a leg. Often the advice gleaned during a consult provides plenty of step-by-step guidance on what to do and how to do it so that the selling process is easy breezy.

Getting ready to sell a property can be as much fun as going to a party. Who on earth would show up to a party sporting a scraggly outfit and expect to make a good impression? A staging consult is about picking out the right outfit for a home.

Here at Jill Vegas we see a lot of apartments each week that need a little boost. A few things that we come across again and again is clutter. Clutter visually impairs a place so that instead of noticing what an amazing space it is, buyers focus on the stuff. A few examples of situation that we've seen many times include the following:

The Classic Pack Rat



Before



After

An eat in kitchen is definitely a selling feature. Frequently the table becomes a dump pile for mail, magazines, notes, and

other stuff. In one extreme case there was plenty of room for eating but no way to enjoy it because all surfaces were covered. Containers, food, and utensils were crammed into drawers and cupboards and overflowed onto countertops. There was no way that a buyer could relate to this space. Instead of seeing a wonderful breakfast nook, buyers would focus on the clutter. The room lost its function — not to mention its value.

The Cozy Corner Solution: The kitchen table gets a new outfit: crisp linens, simple vase, and fresh flowers. By removing shelving and packing up excessive items, we redefined the space to create a charming breakfast nook. Now everyone could see what a wonderful place this would be to indulge in a morning of leisure. The bottom line is that this new kitchen outfit enhanced property value.

The Sloppy Shelves



Before



After

Floor to ceiling bookcases are a great storage option, however, overflowing it with books, papers, and sickly plants will make a room feel smaller. In this case, books were lodged onto shelves helter-skelter. Empty boxes, photo frames, and other items were stashed creating a cluttered collection.

The Bombshell Bookcase Solution: We gave this bookcase an extreme makeover; a lipstick-red accent color was the perfect way to showcase these built-ins. Shelves were painted a lovely high gloss white to make the space feel larger and cheery. Papers once piled high on the shelves and desk were removed and stored. The desk was repositioned to open up the room making this a must have live/work environment.

Jill Vegas
Jill Vegas-Staging Company
Founded in 2004
Tel: 917-749-2038
jill@jillvegas.com

