



Staging Your Home

by Jill Vegas
Jill Vegas LLC

"If you have built castles in the air, your work need not be lost; that is where they should be. Now put foundations under them."

— Henry David Thoreau

We've been getting a surge of calls recently from homeowners who want to know what they can do to maximize their property value. At Jill Vegas LLC, there are certain things people hire us to do, but there are also things sellers can do to boost value.

I want to focus on the five keys to successful staging: color, clutter, cleanliness, flow, and light. I always tell brokers and property owners that when it comes to selling, "You have 30 seconds to make a great impression." Those 30 seconds may mean the difference between a quick sale and a property that stagnates on the market.

Let's look at these before and after pictures to discuss the elements of my five keys to successful staging.

In the before picture of the living room, you can see that the colors are drab, and there is clutter on the floor and on the tables. These are big no-no's! We simply picked up anything cluttering up the floors or table surfaces, and moved the sitting pillow. We added a bowl of bright oranges to add some zest to the room. We placed graceful, colorful paintings in the center of the two walls.

Another problem with this room was lighting: the lamp was sitting on the floor, which not only created a cluttered feel, but didn't provide enough light to the room. So we simply lifted the lamp up off the floor, which created not only a nice decorative effect but also brought light to the space.

Mainly, we looked at the room and asked, 'How can we give this a clean feel, a nice flow?' Moving the furniture around enhanced the flow of movement and air.

In the dining room, the concepts were the same. We removed clutter from the table and replaced it with a nice pot of orchids. Voila! Instant elegance.

Removing clutter and giving rooms an organized, simple feel is important. Lighting is key. Here are some speedy lighting fixes for your home:

If lighting is harsh, if it is fluorescent, swap out the lighting for something more mellow, like lamps or track lighting. Place sconces on either side of a mirror. Sconces that cast light upward are much softer and make the room look better.

Think about installing a chandelier. Choose one that suits the scale of the room and be sure to measure so that there's plenty of clearance for the door to open and close freely. You can have it wired in place of an existing ceiling fixture, or simply hang it from a hook and swag the cord to a corner and run it down the wall to the nearest outlet. The look is instant glamour. Have a dimmer switch installed so you can adjust the brightness as required. In fact, a dimmer switch is smart no matter what style of lighting fixture you are working with.

Go for the unexpected—look for an unusual light fixture or hardware at antique stores or online to really express your personality.

Don't forget the candles. Light a few and you've got a cozy setting.

Jill Vegas
Jill Vegas LLC
Founded in 2004
Tel: 212-627-9402
jill@jillvegas.com
www.jillvegas.com