

ENHANCE YOUR PROPERTY

TOGETHER, WE WILL TALK about your staging and curb appeal strategies that will create a great first impression for potential buyers. The goal is to help potential buyers visualize themselves living in the house. Your Ruhl agent offers the resources and guidance to help prepare your property for the market.

BUYERS' EYES

The best way to position your house in the market is to look at your property through the potential buyers' eyes. Buyers are ultimately the people who determine a property's value. To a buyer, value is determined by the following:

- Physical location
- Features and amenities (deck, type of flooring, any updates, size of yard, etc.)
- Floor plan: including bedrooms, bathrooms, square feet, etc.
- Price
- Condition of the house

WHAT YOU CAN CONTROL

It is often not cost effective to modify your property's floor plan or to add additional features and amenities. As a result, there are two factors you can control that will show value to the buyers:

- The price
 - » Adjust the asking price of the home
 - » Offer attractive terms (financing, closing costs, home warranty, etc.)
- Your property's condition
 - » Improve curb appeal (see checklist on page 19)
 - » Paint rooms and/or exterior
 - » Deep clean, organize and de-clutter

Staging Tips

Hang Mirrors Mirrors can make a space appear to be larger and feel more open.

Reduce Furniture Minimizing the amount of furniture makes your house look more spacious.

Use Neutral Colors Neutral colors show best in all properties and are less likely to turn buyers away.

Don't Mask Odors Use natural deodorizers and avoid floral scents.

Don't Overcrowd Spaces Make sure each room has its own specific purpose.

Staging Statistics

Findings from Buyer's and Seller's Agents

83% said staging made it easier for buyers to visualize the property as their own

31% of buyers were more willing to visit a house they saw online if it was staged

35% said that staging a property increased the dollar value offered, compared to similar houses on the market that were not staged.

29% of staged properties saw a 1% - 10% increase in the offered amount from buyers

Courtesy of KCM & National Association of Realtors 2025 Profile of Home Staging

CREATE A PRICING STRATEGY

YOU WILL HAVE many questions going into this process. You and your agent will work together to detail a value positioning strategy that will help you net the most amount of money at closing in the time frame you have allotted.

One of the first things you will go over with your agent is the historical data of similar properties that were sold. A 6-12 month history will give you the ability to find comparable properties, similar in style, location, size, features, and amenities. Having this information will help you get a good look at your property's estimated market value. This value will most likely be within 10% of the final selling price of your property.

Along with the historical information, you will also have an in depth look at the current properties on the market. This includes your property's competition and list-to-sales price ratios as well as the current supply and demand. All of these factors play a strong role in the pricing strategy that you and your agent will use to determine how to best position your property in the market. This will give you the advantage you need to net the most amount of money at closing and with the highest probability of selling within your time frame.