



THE DEADLY D'S

OVERCOMING YOUR LISTING'S
MOST DEADLY SELLING OBSTACLES



DIRTY It's the little things that make the biggest difference. Clean your listing like you're preparing it for surgery.

- Clean or replace carpet – super important as carpet holds onto smells and can make a listing feel dated and dirty
- Clean windows – let the light in
- Replace moldy caulking/grout – kitchens and bathrooms should sparkle
- SECRET WEAPON – Magic Eraser wall scuffs, grime on cabinets, dirty doors and anything else that doesn't look new



DATED Going to grandma's is great... unless your listing looks like it.

- Remove old valences and heavy drapes
- Replace old, broken or yellowed light fixtures, cans and switches
- Remove damaged, rusty or dated furniture
- Pack up collections of figurines, plates of the states, swords of the world, pennants or doll collections



DILAPIDATED Lack of maintenance signals trouble to the buyer. Just fix it before you list it.

- Repair cabinets, drawers, doorknobs and handrails
- Repair or replace broken tiles, stained carpet, faded wood flooring, missing bricks or stones
- Remove and repair torn screens
- Touch up chipped paint inside and out on walls, moldings, garage doors, stucco and trim



DARK Buyers are afraid of the dark so lighten up your listing.

- PAINT. Truly the most cost-efficient change with the biggest impact. Create a clean palette for the buyer and go light and the same color throughout
- Install LED lightbulbs throughout, making sure they are all the same and working
- Open all shades and remove extra window coverings that block the light
- Keep accessories to a minimum



DORMANT If your listing has been on the market for a while, change it up to refresh your listing and attract new buyers.

- Do ALL of the above
- Get a Condition Consultation – let us tell your client what the buyer is seeing (or not seeing)
- Stage it
- Get new photos

Gray Group Design

HOME STAGING FOR SALE & LIFE



(949) 303-6939

INFO@GRAYGROUPDESIGN.COM