

# Real Estate Special Report

## Staging your home to sell

**Jim Cornelius**  
News Editor

Home-selling is a competitive sport. Just as on the court or in the field, if you take some time and put a little extra work in to prepare, you can give yourself a competitive edge.

“Staging” your home can make a substantial difference in time on the market and your final selling price.

“It helps people who are interested in buying homes to visualize themselves in your home,” Ali Mayea of Ponderosa Properties explained.

Jodi Satko of Cascade Sotheby’s International Realty in Sisters says that if buyers are looking at houses of similar square footage and price, and your house is full of furniture and the accumulation of years of living and the other is open, neat and clean, “they’re going to buy the other house. It’s going to feel clean; it’s going to feel bigger. Sometimes that’ll trump location.”

Successful staging does not require huge amounts of

effort or a big cash outlay. The median cost for staging is \$675, Mayea reports. And good staging can increase home value by an estimated five percent.

Sellers often overestimate what is required to get their home ready for the market.

“They think they need to do more than they really do,” Mayea says.

Expensive kitchen and bathroom remodels are not a good play. You are unlikely to recover the full cost, and there’s every chance that your remodel won’t be exactly what the buyer wants anyway.

“A lot of it is just getting rid of things ... so you can walk through the home and it flows,” Mayea said.

Clean and organize the garage neatly, too.

“If you can’t walk easily through the house or the garage, you need to get a storage facility or sell (some stuff),” she says.

Of course you’ll want to fix noticeable things, like replacing missing trim or a ripped screen. But cleanliness may trump repairs. A clean house is an attractive house — and

clean kitchens and bathrooms are most important of all. Be thorough — it’s worth it.

“Each time you clean I think it’s worth \$1,000,” Mayea says.

Jodi Satko of Cascade Sotheby’s in Sisters urges sellers to “neutralize the environment. Bright colors should be repainted and if a room is extremely feminine or extremely masculine, it should be redecorated.

“I always like to tell them that less is more,” she says. “Look for extremes and eliminate the extremes.”

A nice coat of paint can do a lot. Satko encourage muted, neutral colors.

“Curbside (appeal) is most important,” Mayea notes.

Again, it doesn’t require all-new landscaping; just get things trimmed up nicely, remove dead vegetation and eliminate weeds. Your house should stand out on your block.

“If you can make it prettier than your neighbors’ that should be the goal,” Mayea says.

Staging is not just for the potential buyer who actually



ISTOCKPHOTO.COM/HIKESTERSON

visits your home. Photographs on your Realtor’s website are increasingly important to bring buyers your way. The first impression of your home nowadays will often come from what they see on their tablet or smart phone.

Mayea spends a lot of time and effort on photographs.

“I love to do the photographs,” she says. “If it’s a challenging home, I hire a (professional) photographer at no cost to the seller.”

She’ll use her own decorative items to help make the photographs “pop.”

Mayea cautions that, while it’s great to make a house look its best in online photographs,

it’s a mistake to exaggerate or fake anything. Some photographs exaggerate a mountain view, for instance. That just creates disappointment when a buyer visits the home and discovers that that mountain view isn’t quite that spectacular after all.

“I will *not* size up the mountains!” Mayea says

Staging is a relatively low-cost, effective means of making a quick sale at the price you want. It’s also a good way to get a head start on the next phase of your journey.

“It helps them get ready to move, too,” Satko notes. “It’s kind of a psychological cleansing.”

## Realtor Spotlight

### Living the Dream!

#### Rad Dyer

ABR, ABRM, ALC, CCIM, CRB, CRS, e-PRO, GREEN, GRI, RSPS, SFR, SRES, Principal Broker  
Cell: 541-480-8853  
www.raddyer.com  
rad@raddyer.com



As a 4th-generation Central Oregon native growing up on a secluded ranch, I was exposed very early on to all the great outdoor opportunities to be found in our area. We enjoyed fishing, hunting, skiing, hiking, biking, golf, tennis, water sports, horseback riding, camping and so much more. Central Oregon is in my blood so thick that I vowed to never leave, raising a 5th generation of Dyer children in beautiful Camp Sherman. Licensed in Real Estate since 1974, I have focused my 40+ year career in Sisters helping clients find their Central Oregon dream. As a Buyer or Seller, you can benefit from my broad area knowledge, my extensive Real Estate educational background, and the vast experience that I have gained from participating in many thousands of local Real Estate transactions. Call me at 541-480-8853 or email rad@raddyer.com and I will help you “Live the Dream.” I might even share some of my favorite local’s secrets!

### Inspired by life... Passionate to serve... Focused on results!

#### Jodi Satko

Real Estate Broker, CSP  
Residential, Ranch, Resort, Recreation  
Exclusive Broker Member Farm, Ranch, & Recreation Division  
Cell: 541-550-0819  
satkosellsoregon@gmail.com



Cascade | Sotheby’s INTERNATIONAL REALTY

Central Oregon, the heart of living... Whether you are looking for a custom log home, golf resort retreat, ranch with a view or thinking of upsizing or downsizing, Jodi Satko is the local Real Estate broker to call! Jodi offers her clients over 25 years of national experience working with both buyers and sellers as a Certified Sales Professional and she prides herself on client satisfaction!

Just ask Katie & Ian:  
“...We would very highly recommend Jodi Satko to anyone looking to buy or sell their house in Central Oregon; Jodi went above and beyond in every aspect of our transaction!”

Central Oregon is the Heart of Living! Life is too short not to enjoy every minute! Contact Jodi Satko, broker, at Cascade Sotheby’s International Realty, at 541-550-0819 or satkosellsoregon@gmail.com.

She can help you love where you live!

### Native Oregonian and longtime Sisters resident

#### Geff Kinnaman

Broker, Residential & Land/Buildable Parcels  
Cell: 541-771-2330  
www.geffkinnaman.com  
geff@reedbros.com



Geff is a native Oregonian whose love of the great outdoors brought him and his family to Sisters in 2003. He also operates a successful breeding and training kennel for purebred Labrador Retrievers. His professional mission is to work hard for you in pursuit of fulfilling your dreams of finding the perfect home, or the perfect buyer.

Choosing your Real Estate professional is perhaps the most important decision you will make when buying or selling property.

**If you’re looking for Real Estate**, homes or property in the Sisters area, Geff will help you choose the right home or property for your needs and will guide you toward making an informed Real Estate decision in the Sisters market.

**If you are a seller**, he doesn’t sit back and wait for buyers — he will aggressively list your property in the places people are looking! The most popular websites and social media on the planet!

Listings SIGN Courteous Buyer’s Agent Experienced Seller’s Agent  
Professional GRI Broker Showings References Agent  
Clients Principal Agent Realtor Staging Contracts Expert