

APSD Certified



Marketing & Staging

15-Point Checklist



APSDTM
ASSOCIATION OF PROPERTY
SCENE DESIGNERS

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APSD™ 15 Point Marketing & Staging Checklist

Marketing

- Always ask yourself “Who is my Customer”—then speak to them
- Add a compelling headline to everything you do—“For Sale” is NOT compelling!
- Do a “Free” offer, like a large screen TV, ipods, gift cards, etc.
- Multiple media, multiple times with the right message to the right customer

Curb Appeal

- Freshly Mowed Lawn, Edged, and trimmed bushes
- Fabulous Front Door
- Freshly Painted or Washed
- Great Mailbox
- *Pocket of Emotion™* to get them to stop in their tracks—this is the most important step!

General Information

- Lighting—make sure you have all new bright bulbs and they are all turned on
- Clean windows inside and out and remove screens for a better look
- All curtains and blinds should be open the same distance so the view on the inside and out is perfect
- Make sure the house sparkles and has no unusual or overly strong scents
- Create the “Scene” for your customer so they will have an “experience” unlike any other home
- Add the appropriate *Pocket of Emotion™* to each scene in the room to allow your customer to fall in love with this home and forget all the rest