



GREEN STAGING SECRETS:

Making Your Home VERY
Attractive to Today's Health-
Conscious Homebuyers



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Hello dear friends!

As your wellness Realtor, my commitment extends beyond simply finding you the perfect home. I am passionate about leveraging my expertise in wellness real estate to empower you with the knowledge and strategies to not only enhance the value of your home but also amplify its appeal to potential buyers, especially when it comes to creating a healthy and eco-friendly living environment.

Did you know? Forbes highlights that eco-friendly home features can accelerate the sales process by up to 10 days! More than a third of global consumers actively seek and are willing to pay a premium for eco-friendly alternatives.

If you're contemplating a move this is the perfect moment to consider the wonderful wellness aspects of your current or future home.

Make the most of this valuable resource, and feel welcome to reach out if you have any questions. Your real estate journey is my top priority, and I'm here to provide you with unwavering support every step of the way.



Bessings,
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How to GREEN stage your home

When staging your home with eco-friendly touches, you're enhancing its appeal and making it highly attractive to a growing number of health-conscious consumers. Here's a practical guide to help you make these improvements yourself.

Enhance Curb Appeal & Entry:

- **Welcome Buyers with Plants:** Place pots of vibrant, low-maintenance plants at the entrance to create a welcoming atmosphere.
- **De-clutter and Organize Entryway:** Keep the entryway clear of clutter to make a positive first impression.
- **One-sheets on Green Highlights:** Provide one-sheets next to listing brochures that highlight the home's green features, such as energy-efficient appliances, insulation, or eco-friendly materials.

Kitchen:

- **Recycling Center:** Set up a designated recycling station in the kitchen. A well organized home is likely to be a well-maintained home!
- **Non-Toxic Cleaners:** Use non-toxic cleaners and display them in a basket with a labeled explanation of their benefits for health and the environment.
- **Hide Harsh Chemicals:** Remove visible toxic products like bleach and store them out of plain view. Better yet, remove them from the home and opt for safer, non-toxic alternatives.
- **Natural Odor Elimination:** Use natural methods like cutting fresh lemons and running them in the garbage disposal to keep the kitchen smelling fresh instead of using plugins or artificial smelling "cover up" scents that can sometimes be a red flag with potential buyers.
- **Fresh Herbs or Mini Garden:** If there's space, create a small herb garden in pots or a mini vegetable garden in the backyard. Highlight the farm-to-table aspect of having fresh, homegrown herbs and produce.



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Living Spaces:

- **Natural Light:** Keep curtains or blinds open during showings to maximize natural light and reduce the need for artificial lighting.
- **Organic Textiles:** Use organic, eco-friendly textiles for pillows, throws, and upholstery.
- **Low-VOC Carpets:** If there are carpets, ensure they are low-VOC or made from natural fibers like wool.

Bathrooms:

- **Eco-Friendly Toiletries:** Provide eco-friendly, cruelty-free toiletries in a basket for guests to use during showings.
- **Low-Flow Showerheads:** Install low-flow showerheads.

Bedrooms:

- **Natural Bedding:** Use organic, hypoallergenic bedding materials.
- **Energy-Efficient Ceiling Fans:** Install energy-efficient ceiling fans to improve airflow and reduce the need for air conditioning.

Outdoor Spaces:

- **Native Plant Garden:** Showcase a garden with native plants, which require less water and maintenance.
- **Solar-Powered Outdoor Lighting:** Illuminate outdoor spaces with solar-powered lights.

When preparing your home for sale, it is essential to emphasize sustainable features that may not be immediately evident to potential buyers. Highlighting these eco-friendly features can differentiate your property and appeal to environmentally-conscious buyers.

Here is a list of such eco-friendly features to showcase:

You can use framed signs that highlight eco-friendly features around the home

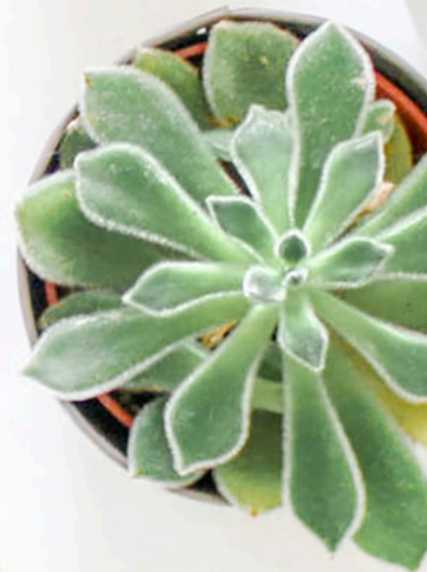
- Water filtration
- Air filtration (MERV ratings higher than 10)
- Air purification
- Energy Star appliances
- Extra insulation or eco-insulation
- Programmable thermostats
- Home automation
- Home security system
- Solar system - and leave out information for buyers to see
\$\$ savings energy energy-efficient lighting
- Tankless water heaters
- Efficient HVAC systems, HRV or ERV systems

Showcase & highlight wellness features

- Entertaining areas
- Special wellness amenities
- Pool
- Outdoor tennis/sport court
- Fitness rooms
- Sauna/spa
- Fire pit / outdoor kitchen BBQ area outdoor garden/ urban
farm sustainable landscape
- Greywater systems
- List spa bathroom features and amenities are decorated
with soft white spa towels
- Use essential oil diffuser where appropriate
- Create meditation corner where appropriate



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Guiding you home with calm, care, and clarity



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