

THE IMPORTANCE OF STAGING A POOL

Staging is often talked about as a great strategy when selling a house. To make your home its very best, you clean and paint, de-clutter and redecorate with an artist's flair. But what about your pool? Staging your pool for the sale of your house just makes sense. It's not difficult, but it does require that you take off your pool-owner goggles; you've grown accustomed to your pool over the years and accepted the little deficiencies that should now be addressed. To get the largest return on your investment, you should stage your pool for listing photos, walk-through traffic and open houses. Here's how!



CONTACT US

TOM E. KRAUSE
CERTIFIED POOL INSPECTOR CPI, CPO
TOM@AMERICANPOOLINSPECTION.BIZ
AMERICANPOOLINSPECTION.BIZ
623-606-2024

HOW TO STAGE A POOL TO SELL A HOME

HERE ARE **10 TIPS** TO GET A POOL READY BEFORE LISTING YOUR HOME ON THE REALTY MARKET

1 CLEAN THE EQUIPMENT AREA
Start by trimming back any overhanging branches or cutting back or removing bushes that have overgrown into the pool equipment pad area. Then sweep, hose or blow all debris from the pad, and rake around the area. Spray weed killer around the equipment pad to improve air flow and drainage, and for a neat appearance. Inspect the path to the equipment pad and consider any quick improvements to appearance or for safety. If your equipment sits in a gravel area, bring in enough new gravel to cover the area 1" deep.

2 CLEAN THE EQUIPMENT
Literally scrub the equipment clean. Put on some gloves and scrub the filter tank with an abrasive chlorine cleanser like Ajax or Comet, then hose it off. Plastic pumps, valves and chlorinators can also be scrubbed clean (just the outside) with some cleanser and elbow grease. The chlorinated abrasive cleansers will bleach the white PVC pipes to their former shades of white, and also help clean any concrete stains underneath the pump and filter.

3 TUNE-UP THE EQUIPMENT
Small stuff, like a shiny new \$12 pressure gauge, or a pump basket without a crack in it or missing handle, will go a long way in upgrading the look of your pool equipment. Make your pool look like it's been well maintained by replacing any worn, missing or broken parts.

4 ELECTRICAL SAFETY
Old and cracked flexible conduit should be replaced or repaired if possible. Open up the timeclock and breaker box. Is the breaker panel loose or the timeclock missing the plastic protective cover (insulator)? How about the electrical outlet or any light switches? Does everything look tight and safe? Check the GFCI and be sure it's working. If the standing area in front of the electrical boxes is wet and muddy, consider covering the area with 50 lbs. of gravel or placing large pavers over the gravel.

5 CLEANING THE DECK
When staging a pool, the deck appearance is very important! Pressure washing the deck may get rid of dirt and debris and give the pool a more finished look. Brush off or blow away any stones on the deck.

6 CLEANING THE POOL
Pool maintenance is a major concern for home buyers, so it goes without saying that you want your pool to be as spotless as possible while the home is on the market. In addition to leaf and bug removal, you want the surfaces to look as spotless as possible too. Check closely for stains in the pool that can be removed with a stain sock or a stain master tool. Plaster pools can be acid washed to strip away a thin layer of plaster and expose the unstained surfaces beneath.

7 POOL CAULKING
What is pool caulking? It's the strip of rubbery sealant between the pool deck and the back of the coping stones around the pool edge. Not every pool deck style will have this caulked expansion joint around the pool. It's an often-overlooked detail, but a freshly caulked pool looks much more solid and well cared for than a pool with deteriorated or missing caulking.

8 LANDSCAPING
Water the plants in the pool area for several weeks and then prune and style the fresh growth. When staging your pool for the sale of the house, take an objective view of the entire landscaping around the pool, and decide if you want to do anything different. Consider replacing a few overgrown or less than attractive plants or bushes, and trimming back heavy tree growth to allow more sun and reduce leaf litter in the pool area. Adding colorful flowers in several location around the pool is a popular staging tactic.

9 BLUE POOL DYE
Just as the smell of fresh cookies in the kitchen evokes a sense of warmth, staging the pool with blue pool dye gives the feeling of *ready to enjoy* with its deep, almost midnight blue color. Pool Party Blue pool dye is normally used for parties, but it can also be used for open houses. One bottle treats an average pool 2-3 times, and lasts for 2-3 days before being filtered out of the water.

10 FUNKY FRESH FURNITURE
If you can swing it, drop \$1,000 on a colorful new patio furniture set, which you can take with you after the sale or make it part of the offer to the buyer. Other ways to add color around the pool include pool umbrellas or shade sails, a new coat of paint on the back fence, and over-sized planter pots brimming with blooming plants and tropicals. If the pool has outside lighting, be sure to maximize this feature and have a few photos taken at night with the lights on (since most buyers will view your home only during the day).

BONUS TIP
11 CHECK FENCES AND GATES
Be sure that your pool fence and gates are up to current code. There should be no missing slats or large gaps under the fence. Correct any leaning or deteriorated fence sections. And most importantly, the pool fence gate should be self-closing and self-latching. Over time, most pool gates need adjustment to maintain safety. Often all that's required to correct the issue is a small adjustment to the hinges and/or latch, or adding/replacing a spring.

Pool Safety is often one of the largest concerns for buyers looking at homes with pools