



Real Estate Staging is the practice of increasing your home's selling power by bringing its full potential to life through highlighting assets and eliminating or downplaying distractions.

Selling power translates into a quicker sale and/or a higher sell price. Why take the risk that your purple kitchen, cluttered play room, or dated light fixtures might be the reason your house doesn't sell quickly, or for top dollar? Now more than ever, you benefit from your home making a great first impression. Staged homes present better on-line and can offer you a better chance of getting that buyer in YOUR front door.

Why is Staging your home a good idea?

Once buyers enter your front door, they tend to:

- Overestimate the cost of upgrades, repairs and replacements (think carpeting, countertops, and light fixtures) by four to five times the actual cost (and then reduce their offer accordingly).
- Assume incomplete projects and delayed maintenance are signals that the house is a "fixer upper" (and then make a low ball offer). Get distracted by dirt, odor and clutter (and then simply move on to the next home for sale).
- Admire personalized decor and lovely family pictures (but then can't see themselves living in YOUR home - and walk back out the door).

When Should I stage my home?

The earlier in the process, the better. However, it's never the wrong time to stage your home.

- Before you meet and interview potential realtors - call us first! Staging your home before you list it with a realtor allows you to start out with the right listing price - the staged home listing price.
- Once your home is on the market - call us! It's the "better late than never" principle. Your staged home pictures will be used immediately in your on-line marketing and all future buyers will get to see the staged home results.
- When your realtor starts talking about a price reduction - call us first! The investment in staging is almost always less than the first price reduction.

What exactly happens during staging...

HOME STAGING CONSULTATIONS

- A staging consultation provides you with all the information you need to stage your home.

When we meet:

- We'll discuss your goals, timeline, budget and resources.
- Together we'll walk through your entire home, inside and out.
- Our team will create a list of recommendations that will enhance a buyer's impression of your home.
- We'll sit down and discuss our recommendations and we'll explain our rationale for how each change will either downplay or eliminate a distraction, or enhance an asset of your home.
- We'll establish an action plan for your implementation of the changes you are comfortable with.
- We'll set a completion date.
- After your completion date, we'll return to help "fine tune" things and take "after" pictures.
- We'll send you or your realtor electronic copies of the after pictures.

HOME STAGING SERVICES

- We'll provide full staging services which are billed by the hour.
- Help you implement our staging recommendations.
- Provide inventory rental of accessories and small furnishings to supplement your current home furnishings.
- Shop for specific pieces to complement your staging plan design.