

What is Home Staging?

Staging is a combination of interior design, psychology of space and color, and understanding of photography to attract buyers to the all-important in-home visit. Buyers want certain things when they see a house, and it's not our personal designs! Instead, we focus on making the visual arrangement of the items in a house something that buyers aspire to, because emotions sell houses!

"Staging" is anything we do to set your house up to appeal to buyers. It involves using the furnishings and decor you already have in an occupied home during a Consultation, but could include some accessories and art from the stager to supplement your décor, or it could be the stager designing and fully staging a vacant house. Whatever you need, a good stager can creatively help you get from living "in your design" to setting it up for buyers in the most cost-effective way possible.

We are partnering with your Realtor to make the investment of marketing and visually merchandising your house a seamless, customized process from beginning to end.

Your Realtor and/or their office understands the benefits of staging to sell for the highest price possible, and they want to share this with you!



Don't leave money on the table! Invest in professionally staging your house, and give it the best chance it can to earn money for you!

How does staging my house help it sell?

1. Staging increases the value of your home by 6-20%, even in this hot market! 🔥
2. The cost of staging is ALWAYS less than your first price reduction!
3. Staged houses spend up to 80% less time on the market.
4. Beautiful photos highlighting your home's features are key to attracting buyers.
5. Staged homes appeal to more buyers because it shows what buyers aspire to.

NAR (National Association of Realtors) Profile of Home Staging Report from 2021, and recent RESA (Real Estate Staging Association) studies

"Staging is more than an exercise in tasteful interior design. It is a business decision that can have a huge impact on your financial return and timeline."

--Keller Williams in *Stage It, Sell It, Profit*



taking selling and dwelling to a new level

Don't wait!
Schedule today!
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Why all the hype about home staging?

....because first impressions matter!

First impressions are KEY to selling for more money.

Do you want to make the most money possible?
Then your house needs to stand out from the competition!



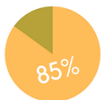
of buyers' agents said that staging has at least some effect on the buyers' view of the home,

AND a full....



of buyers were **DISAPPOINTED** in how homes appeared compared to their expectations.

Staging shows buyers what they want, because they will pay more for that lifestyle!



So get this: A full...
of homes that were staged sold for 5-23% over list price!

** Data from 2021 National Association of Realtor's Profile on Home Staging Report



What type of Staging will benefit me?

All homes that are **OCCUPIED** while **selling** start with a **Consultation**. During this transformative consultation, we work together using your decor items to transform your rooms into spaces that buyers want to see, ready for photos, showings, and offers!

We focus on 9 key factors in each room, transforming them to give you beautiful MLS photos that buyers will love. We apply the data and facts about what buyers want, creatively styling with your budget in mind. We will send you information on what to do before and during the Consultation. **Yes, you will need to put some work into the process, but the benefits are SO worth it! \$\$\$**

If needed, we may recommend supplementary décor and artwork that we design for your house and provide and install in an additional **Staging Day**. This option will REALLY "level-up" your home's features and attract more buyers!

If your home will be **VACANT** while **selling**, nothing is more powerful than emotionally compelling rooms that draw buyers in! All our vacant designs include stylish furniture, accessories and art to complete the look. Rooms will be custom-staged to highlight the features of the house, using on-trend furnishings, accessories and decor to make potential buyers fall in love with every room!

Ask your Realtor about staging for your house, then give us a call to discuss the specifics and process. We'll get you quickly on the way to being "Ready to Sell!"