

Top Ten Reasons You Should Professionally Stage Your Home...

- 1 You Will Make More Money**
U.S. Housing and Urban Development reports that a staged house sells, on average, 17% higher than a non-staged house.
- 2 Your House Will Sell Faster = Less Headaches and Hassle**
The New York Village Voice reported that the average number of days on the market for a staged house was 13.9 versus 30.9 days for an unstaged house.
- 3 The Cost of Staging, Doesn't Cost A Dime...**
In a 2003 HomeGain Survey of over 2000 Realtors it was discovered that sellers who spent up to \$1000 Staging their home recovered almost 200% of the cost in the sale of their home.
- 4 Most Home Sellers Cannot View Their House Objectively**
If you can't see objectively, you can't "package" effectively. Have a staging professional give you a detailed, step by step, "Action Plan" for less than \$500 so you can do the work yourself.
- 5 Less Guesswork and "Do It Yourself"...**
A professional home stager can manage your projects from start to finish OR give you a detailed enough report based on their extensive knowledge and training to have you "do it yourself".
- 6 Only 10% of homebuyers can visualize the potential of a home**
That's why staging a vacant home is critical! You don't want the benefits of your beautiful home left up to the buyer's imagination.
- 7 Studies show that the longer your home stays on the market the lower your selling price will be...**
Don't settle for less and lower your price...have your house staged.
- 8 The Money You Make is TAX FREE!**
Take advantage of your tax-free capital gain by getting every dollar you can in the selling price of your home.
- 9 Leaving Your House in "AS IS" Condition Will Help Sell the Competition**
Right now the number of homes for sale on the market is at a record high, competition is getting stiff and buyers have an expectation when they walk through your door.

Do you really need another reason to invest in your future earnings by staging?



Home Staging Resource

General Instructions for Homeowners

Reduce the contents of your closets so that they are at least 1/3 empty. Pack away and store all items that you are not currently using. Refresh paint and clean carpet if necessary. Have the hardware and lighting in good working order.

Eliminate family photos to encourage the buyer to view the property as his.

All plants should look healthy. Floor plants should be in pots at least 10 inches in diameter. Add fresh flowers to the home for showings.

All light bulbs should be in working order. Increase the wattage of all bulbs to the maximum allowable for safety.

Check all faucets/plumbing for leaks or drips and repair if necessary.

Clean out your medicine cabinet thoroughly. Have medications out of sight.

Invest in a weekly cleaning service during the marketing period.

Clean out under all cabinets in the kitchen and bathrooms. Now is the time to weed out what you don't need. It will give the buyer a better overall impression and help at moving time.

Avoid the use of pot pourri. Also avoid cooking foods that have a strong odor during marketing period.

Have windows professionally cleaned inside and out for a shiny appearance.

Clean wall-to-wall carpeting and area rugs. This will enhance the appearance of your property and the rugs you take with you will be fresh for your new home.

Keep toilet seats down for all showings and remove any plungers from view.

Clear your kitchen counters. Add a new fresh plant or flowers.

Pack away your paperback books or donate them where they can be shared.

Assist your realtor by being absent for all showings. The buyer is far more comfortable and will tend to stay longer if you are not there.

It is advisable that pets not be present for showings or their dishes, toys, etc.