



## *For Sellers with Questions about Staging...*

Q. My realtor has already told me what needs to get done, why do I need a stager?

A. We are trained design professionals who specialize in staging homes for sale. With all due respect to our realtor partners and colleagues, our full-time goal is to assess each and every space in a property and recommend/employ creative, design-specific techniques to accentuate the best features of your home **as well as** direct attention away from less desirable elements. **We are certified in not only staging redesign, but interior decorating, interior redesign and real estate staging** and know how to create that “model home” look that will attract the widest range of potential buyers in the demographic you are trying to market your home to. While we help you prepare your home for sale, your agent can concentrate on other critical aspects of marketing your home and finding buyers.

Q. I'm trying to move, NOT spend more money on this house. Why is staging worth my time and investment?

A. The value of your home **must be equal to or exceed the perceived expectations of today's buyer** – it must show better than any of the competition. Your house is now a product, an investment you are trying to sell to the highest bidder. Think about this analogy: you detail your car when you are trying to sell it or trade it in – every effort is made to make it appear as marketable as possible. Your home is a much greater investment, and investing in “detailing” your home is critical to attracting more buyers and competing with comparable homes in your market range. Statistically, **staging is a proven strategy for selling a property faster and for more money.**

Finally, **how we live** in our homes and **how we sell** them are two very different things. Staging should be part of the overall marketing costs of preparing your home for sale. It is said that you should invest in 1-3% of the sale price in marketing your home and this includes staging services.

Q. What if I want to stage the house myself after getting a consultation with a professional Stager?

A. A staging consultation and report should include specific things you can do to prepare your home for the market. There are many cosmetic enhancements a professional stager can recommend that homeowners can do on their own to get their home cleaned, de-cluttered, organized and painted, if necessary. However, a **Real Estate Stager, certified in interior decorating and redesign, is trained** to infuse your home with universal qualities that are proven to appeal to the broadest range of buyers in your market range.