



Frequently Asked Questions by Realtors

Q. When should I introduce staging to my clients?

A. Instantly set your firm above the competition and address staging during the listing presentation. Explain to your clients you understand the importance of staging a home and that you offer staging as part of your marketing plan. Staged homes also look great online where the majority of buyers are first looking for homes. We are happy to provide you with our "after shots" for your website, MLS and other marketing materials. As you know, more than 92% of buyers are searching online before ever contacting an agent to schedule a showing.

Q. How much does staging cost and how do I get my client to pay for it?

A. You do not need to talk with your client about the cost of staging. We will deal directly with the seller and explain our services, fee structure and payment policy. We offer a variety of services to fit every budget. However, many realtors pay for the initial consultation as part of their marketing plan.

Q. What if I have a home that has been on the market for some time?

A. Although it is best to stage a home before placing it on the market, it is never too late to stage a home. It may be beneficial to remove the listing for a short period of time so we can prepare the home.

Q. How do you stage a vacant home?

A. We offer a variety of rental or permanent purchase options that include accessories, art, lighting, small furnishings and greenery. Large furniture pieces may be rented through a local rental company. At your request, we will present a proposal/estimate to you that will include staging rental selections, fees and delivery charges as well as recommendations for client-owned purchases that can help keep rental costs at a minimum.

Q. How responsive can you be to my needs?

A. Realtors who partner with Hosking Interiors will always enjoy priority scheduling for their client needs. This includes those "last minute" Open House events that need immediate attention and service.