



First Impressions Are Everything

The Value of Staging

It's important for buyers to be able to visualize themselves in your property. Professional stagers know how to feature the home's best assets.

- Staged homes sell more quickly and at higher prices. Statistics show that staged homes net from 3% to 10% more, on average, than their unstaged competition.
- A property gets the most activity within the first weeks of marketing. Staging the home before you market it creates the right first impression.
- Staged homes look better in photos, print advertising and on the Internet. Today, 92% of home buyers begin their home search online.
- Staging creates a model home environment, making the space more neutral and appealing to a wider range of buyers.

What is staging?

- For a furnished home, a Stager might suggest something as simple as re-arranging furniture, de-cluttering or adding a few accessories to pull the look of a home together.
- For a home that may need renovation to sell, the Stager might suggest a plan to give the home a fresh, "new" appearance.
- For unfurnished homes, adding personal touches makes the home look warm and inviting. Along with furniture, the stager might provide lamps, rugs, pillows, plants, flowers, pictures, kitchen settings, etc.
- For greater curb appeal, a stager may suggest some landscaping additions such as flowers or garden and lawn maintenance to present your home at it's best.