



What is Home Staging

Staging is the process of preparing any home for sale, regardless of price or location. When you place your home on the market for sale it becomes a product. Similar to a product on the shelf at your local store, the product has features and benefits as well as pluses and minuses and competition.

In today's marketplace to compete, you not only have to be priced right, you must look better than the competition.

For those of you who are not familiar with the popular T.V. show "Designed To Sell" the concept is preparing the home for sale using the expertise of a Realtor and Designer. It's fun seeing the "before" and "after" results! The outcome always seems to be the same - the house sells immediately for \$20,000 over asking.

This is not necessarily the scenario in the day to day real estate market but the point of the show is well taken. **Homes that are staged are more pleasing to the buyer's eye, will sell faster and bring a higher price than those that are not!** The way you live in a home and the way you sell your house are two very different things!

Time and time again our Staging Professional has assisted sellers with a refreshing new look **without** buying new furnishings and/or accessories. Your **existing** furniture, artwork and accessories are re-arranged to give your rooms a great foundation.

The end result mimics the T.V. show - our **listings sell quickly for top dollar!**