

TOP TEN REASONS TO PROFESSIONALLY STAGE YOUR HOME

1. You will get top dollar for your home. In a survey of over 3500 homes, professionally staged homes sold for 6% more than their un-staged neighbors.
2. Staging cost is small compared to return on investment.
3. Your house will sell faster. In a recent Real Estate Staging Association Survey, professionally staged homes spent 72% less time on the market.
4. Buyers can more easily visualize themselves living there. In a National Association of Realty Survey, over 81% of buyers said it was easier to visualize the property as their next home.
5. On-line photos of beautifully staged homes stand out. According to NAR, over 95% of buyers are online before they call an agent to schedule a viewing.
6. It is difficult for a seller to view a home objectively. To merchandise and package effectively, a trained pair of eyes is essential.
7. Because purchasing a home is largely an emotional decision, creating a welcoming environment that draws buyers in and makes a lasting impression is key.
8. Staging down plays the home’s flaws. Deflect imperfections!
9. Most agents consider staging a necessary marketing tool.
10. Piece of mind. You will have the satisfaction of knowing you have done everything possible to get top dollar and a quick sale.

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