



What is Home Staging?

To Stage a home is to put it into showcase condition. With a combination of rearrangement, additional furnishings, and the removal of personal items, the property you're selling, whether vacant or occupied, will get the best attention on the market.

A feeling of comfort and welcome can help the prospective buyer feel at home. A neutral atmosphere means many kinds of buyers can relate to a particular space.

Staging gets the property moving more quickly in a slow market and ensures the best price in a hot one.

"It's a great investment which pays off at closing".

Frequently Asked Questions

Q. Why decorate now? We're about to move.

A. Home staging is not about decorating for the tastes of the homeowners. It's about showing the house at its personal best, to potential buyers.

Q. Why should I buy a bunch of stuff for a place we're about to leave? I don't know whether I will want to use it in our next home!

A. In most homes, rearranging your belongings is all that is needed. New purchases are purely optional!

Q. My house is OK. We have to live in it. People understand that.

A. And your home is in competition with a lot of other homes that are also for sale. Would you shower and wear your best outfit for a date? Put your home's best foot forward for its dates with prospective buyers!

**Staging
by
Sonja**



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A Staged Home sells faster in a slow market, and for more money in a hot market.



A vacant home will sit on the market for much longer than an occupied home even when homes are selling their fastest.



What can staging do for you?

- ◆ Depersonalize an occupied home and remove clutter to appeal to the widest possible range of buyers
- ◆ Furnish a vacant home to warm up the space and provide emotional appeal for buyers
- ◆ Show the buyer that the home is ready to occupy
- ◆ Creative solutions for a house you may not know what to do with!
- ◆ **Your investment in staging is ALWAYS less than your first price reduction!**



A stager's job is to see potential, then help buyers see it too.



About Sonja...

Styling & artistic background

- ◆ 14 years staging experience — her own and others' properties
- ◆ Accredited stager: ASP™, IAHSF.
- ◆ BA in interior design
- ◆ Post graduate art classes

Past real estate experience

- ◆ 15 years buying and selling real estate as an investor
- ◆ 6 years full-time realtor

