**Staging your Home Helps Enhance a Buyer’s Imagination**

Do you remember what it was like when you were looking to buy a house? As you walked through each house, you tried to imagine yourself living there. Now you are on the other side of the equation as the seller. It is important for you to help your potential buyers stretch their imagination to see themselves living in your home.

According to Debra Gould, Staging Diva, that is not an easy task. “Homebuyers have less imagination than you might think. That’s why home staging can make such a difference in the selling price of a home and the length of time it takes to sell. During the few minutes that homebuyers typically spend in a house, most of them aren’t able to look past ugly, crowded and disorganized rooms, or figure out that the missing dining room is actually masquerading as a family room. In a house with few bedrooms, most buyers won’t look past a desk and imagine a bed in its place. What you do with a “spare” bedroom can have a huge impact on how the house does in today's real estate market.”

While it may seem like staging your home is more effort than it’s worth, it has been proven that staging can help potential buyers better visualize the space in your home. I can help you stage your home so buyers can imagine themselves living there.

Two examples of the need for imagination I encountered. One couple looking for the large dining room that was important for them couldn’t see the former dining room through the home office conversion the seller had made. In another case, the seller did not have children so there wasn’t a bedroom decorated for a child. It was only after I recommended the seller decorate one of the bedrooms as a child’s room that the house sold. Lack of imagination is prevalent.

According to the [National Association of Realtors](https://www.nar.realtor/), for every $100 invested in staging a home, the potential return is $400. That’s a 4x return, making it a worthwhile investment! A staged home provides buyers with a more welcoming environment and that much sought after move-in ready look that helps them to make an emotional connection to the soul of the house. Preparing a home to meet this high standard is an arduous task.

Welcome to Soulful Staging By Design, LLC. We help you decorate your home to be faithful to its soul, giving an inviting first impression to buyers and a cost-effective way of boosting your home’s value. We provide an action plan to

* Create a showing ready appearance with your own furniture
* Coordinate colors to maximize interior appeal by helping you choose paint colors to appeal to a broad audience of prospective buyers
* Freshen up your home with key new elements such as bedding, towels or other items
* Enhance curb appeal
* Give you the opportunity to correct or improve defects and update fixtures
* Prepare for the photo shoot
* Assist you to be as prepared as possible to minimize your home’s time on the market, the possibility of price adjustments and sell your house at a higher price (maximize your sales price).

Are you ready to help others see the soul of your home that caused you to make an emotional connection with your home all those years ago? Let us help you prepare your home to sell. Contact us today at [Info@SoulfulStaging.com](mailto:Info@SoulfulStaging.com)