

Staging Tips: Sell Your Home Fast



How to:

Update & Organize Your Home for Sale, when on a Budget.



A realtor once said,
“You dress for success, don’t you?”

Then why not do the same for
your **HOME** when selling it?”



Are you having trouble
selling your client’s home?

Does it lack that WOW factor
that gets the neighbors talking?

Is your asking price being
compromised, as a result?

A photograph of a man and a woman from behind, looking at a white house with a porch. The man is on the right, wearing a light-colored t-shirt, and the woman is on the left, wearing a white top. The house has a white door and windows. The sky is blue.

STAGE IT!

According to the Real Estate Staging Association,
Professionally listed **staged properties**:

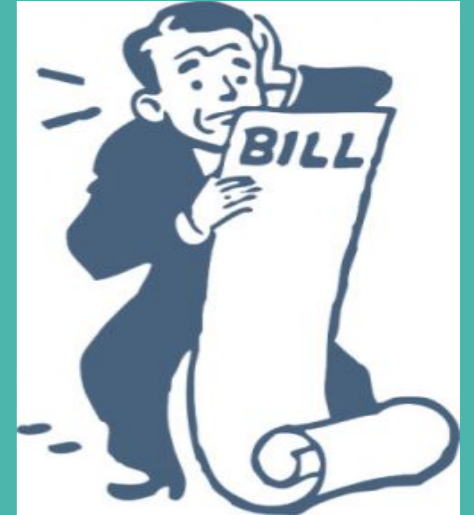
- End up on buyers' "must see" lists
- Spend 73% less time on the market
- Typically sell for more money
- Have fewer concessions requested of the seller



Why Hesitate?

Despite these payoffs,
some sellers are
reluctant to hire a
Home Stager.

“Professional
staging **costs**
too much...”



“My home is **fine** just
the way it is.”

**Remember:
sellers have
*feelings!***



- Your clients' home is their special space.
- It's the place they've created memories in for years, or even a lifetime.
- They don't want to hear that their home isn't ready for the market.

**So, how can you
kindly suggest a
Room-by-Room
Refresh?**

Show your clients that staging
ADDS VALUE to the sale:

With professional staging by
Heidy starting at just

\$279

You can't afford not to invest in selling
your home!

A Good Home Stager...



- Prepares a residence for sale through simple decorating updates & offers clients valuable tips for making every room look its best & appeal to the most viewers.
- Acts as a neutral, professional third party whose décor suggestions do not offend.
- Keeps abreast of interior design trends so that you don't have to!
- Assists to clear clutter by properly storing items or donating those no longer needed.

Budget Friendly Staging

I specialize in the **Quick Design Refresh**,
mélange of quick and simple techniques involving:

- **Furniture Arrangements**
- **Tasteful Accessories**
- **Pops of Color**
- **Declutter and Organize**



The Quick Design Refresh creates a stunning &
Organized space: **Budget friendly.**







Seating Vignette

Testimonials

“Heidy is *FANTASTIC!*”

Heidy came in and created a great plan for our home and staged it beautifully.

The refreshed layout made our home look straight out of a magazine and we are convinced it is what helped us sell our house in less than 24 hours.

After we were so pleased with what they did at our previous home, we have used them as we settle into our new house.”

~Barbie Schreiner, 2016



Testimonials

“Heidy did an amazing job staging our home!!!

Heidy is very creative, her selection of furniture, accessories and color scheme gave our 20-year-old home a fresh, update look that appealed to buyers!!!

Heidy knows how to highlight the attributes of your home!”

~Priscilla Nugent, 2016



Testimonials

“We cannot thank Heidi enough for her work and huge heart to serve the parents and children in our community. She was a joy to work with and she made our suggestions, thoughts and ideas even better than we could have imagined! Everything was beautifully executed and done carefully, thoughtfully and with excellence.

I cannot recommend Heidi enough. You will know that you are working with someone who has a love and passion for what she does and even more importantly, someone who genuinely cares about you.”

~ Laura Lewis (Founder and Director of Journey Together), 2016



Testimonials

“Heidy did an awesome job staging our house on Daniel Island. She helped me choose furniture , paint color and accessories. The house looked refreshed and sold in a week. We were very happy.”

~Edie Jockey Martin, 2017





Heidy's Fresh Factors

LIGHTING

- Balance of natural & artificial light
- Beauty, comfort, & function
- Scale, style, & light distribution

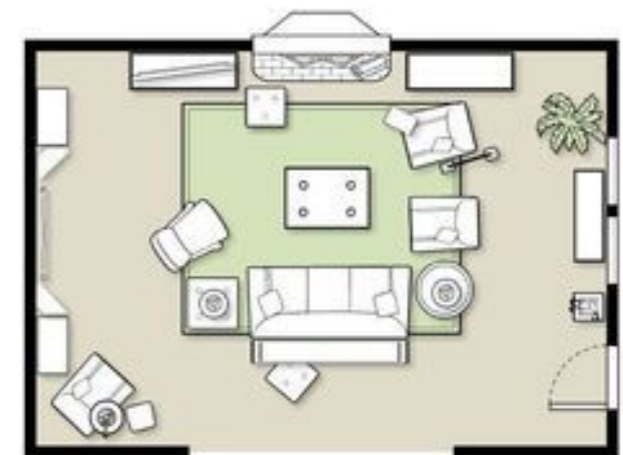


BOTANICALS

- Bring a feeling of life & energy into the home
- Colorful artificial flowers
- Fireplace enhancements

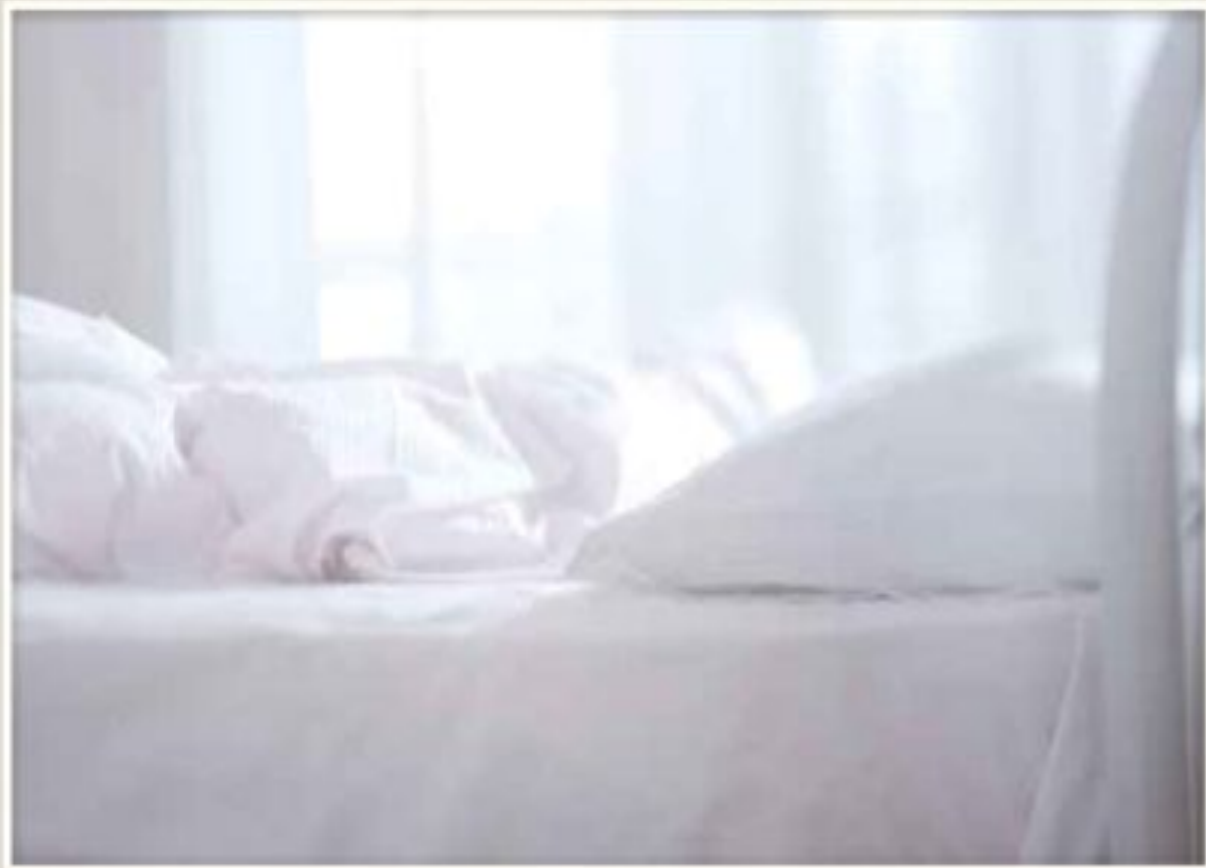
FURNITURE ARRANGEMENT

- Focal points in the room
- Room function
- Traffic flow



Fresh Factors:

MASTER BEDROOM



FOCAL POINT: The bed.

MOST IMPORTANT:
Heavenly Oasis Feeling.

ADD:

- **Crisp, clean white bedding to impress**
- **Splashes of color with artwork & accents**

Fresh Factors:

BATHROOM



FOCAL POINT: The bath.

MOST IMPORTANT:

Fresh & clean, yet stylish

ADD:

- Never show with plastic shower curtain: Use fabric or glass
- Fluffy towels
- Paint touch up
- Soap dish and flowers

DECLUTTER Countertops, drawers and cabinets.

Fresh Factors:

FINAL TOUCHES



ADD:

- Simple Window treatments or show off window for natural lighting
- Color schemes
- Accents
- Music
- Scents



..do one last decluttering sweep, then your home will be **market ready!**





Accent a Focal Point



What to do now?

There are two ways in which Realtors like to work with Heidi Christina Rucker to get **Photo and Market Ready.**

1. Work with me directly.
2. Refer me to your client.

Call or text today!
614-570-0646

www.AccentStaging.com

