

Professional HOME STAGING

Selling your home is not easy. It takes time, energy, objectivity, expertise and a team of experts to help you! Luckily there are people who specialize in each step of the process like Real Estate Agents, Title Companies, Inspectors, Appraisers and Home Stagers.



A perfectly targeted audience

Most buyers who come to your house are good prospects. They are actively shopping for the product you are selling and your house should already meet their general criteria.

A Captive Audience

The buyer is in your house and will probably spend up to an hour studying it.

An opportunity to make multiple impressions

Each room gives us the perfect opportunity to make dozens of first impressions. With each detail, we will move the buyer from looking at your house to evaluating whether it could be their home.

Homes are purchased on emotions

We want buyers to think "This is it. This is the one!" We will use our eight-step, FEEL HOME process to depersonalize the space and create "emotional connection points" which actively engage a buyer's mind to imagine how life could be in your house for their family.

Like most first impressions, buyers will be looking to reinforce their opinion throughout the rest of the home. We'll make those first impressions positive in every room!

When a house feels like home, buyers will reprioritize their list. We'll accentuate the positive and downplay the negative in each room. We'll create warmth, scale, harmony, and cohesion by using expert decorating tricks of the trade.

Buyers will "profile" the sellers in their buying decisions

Neat and organized sellers are viewed as taking care of a home. The opposite is also true. We'll declutter those areas buyers use to profile neatness.

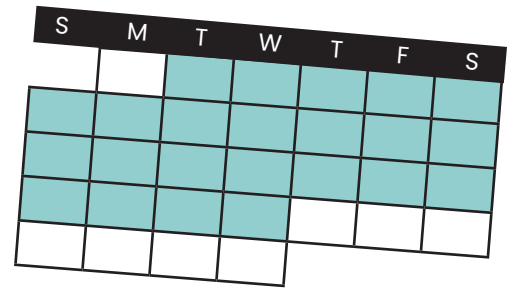
Buyers will view your personal things, impersonally

If you can't see objectively, you can't market effectively. We'll put on "buyer's eyes" in each room of your house, so that you can see how to market your home everyday of the process.



of Staged Homes
Sold Over List Price

85% of these homes
sold for **5-23% over
list price**



Professionally
staged homes
average just 23
days on the market

SOLD 9 DAYS FASTER

75% of sellers

saw a return on
investment of

5-15%
over asking price

over 83%

of buyers find it
**easier to visualize
the property as their
future home**
when it's professionally
staged

almost 1/3

of **buyers will
overlook property
faults** when the
home is staged

ONLY 10% OF HOME BUYERS CAN VISUALIZE THE POTENTIAL OF THE HOME

The Average Staging
Investment of 1.3%
Resulted in a

7.1%

Over-List Return on
Investment