

Vacant  
Home Staging  
Investment Guide





Hello  
there!

Getting the best price for your most valuable asset in this real estate market is our mission.

Buyers have an expectation when they walk your home and they are willing to "pay a premium" for a home that fits their expectation.

The average  
staging investment  
of  
1.3% resulted in a  
7.1% OVER LIST  
return on  
investment in  
over 4,800  
staged properties\*

Over 73% of professionally staged homes currently are selling OVER list price averaging \$40K more for sellers\*

Staging works - but its the designer talent and quality of curated furnishings that makes the difference - that's where we come in!

\*According to the 2022 Real Estate Staging Association Statistics

*nice to meet you...*



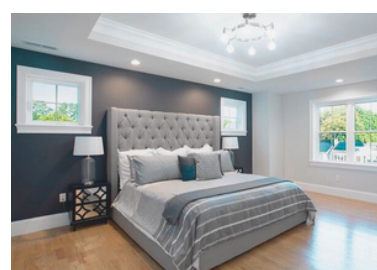
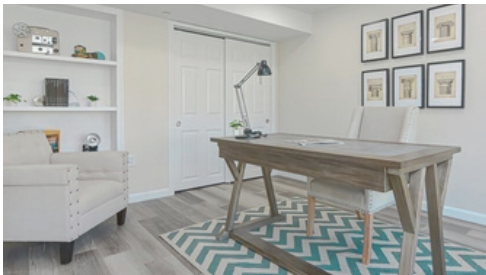
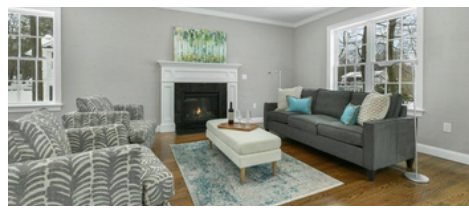
J. Allan & Paradise Home Staging was founded on the life-long friendship of Chris Paradis and Josh West. Encouraged and eager to start their own entrepreneurial endeavor, the pair networked with local realtors to gain traction in their home staging business. Chris cultivated over 35 years experience in design and creative merchandising, most recently working as the Regional Visual Manager for a national furniture chain. His experience in interior design partnered well with Josh's background in operations and logistical planning. As a Manager of Strategic Projects for a big box retailer, Josh joined Chris in "staging with a story". They provide premiere services to realtors, home owners, event planners, and seasonal clients in Rhode Island and Massachusetts.

Telling a design story is what drives us. Creating that story involves understanding what kind of buyer will want your home... what they drink, how they live, what they wear, where they shop and what they desire goes into our design plan story, creating a lifestyle they want to live.

That design story resonates into great offers for our clients.



# portfolio



# how It works

## 1 *book a home assessment*

The home assessment is where we meet and measure so that our design team can get started on your home's design story.

## 2 *review and sign proposal*

Review, sign and pay your custom proposal to get the project started and secure your staging date.

## 3 *design planning begins*

Here's where the magic happens and we pull or procure the perfect items to tell your home's design story. Planning each room's layout for install day down to every detail.

## 4 *install day*

The home is "stage ready" and our movers and designers get to work on the spaces we agreed upon

## 5 *de-stage day*

Your home is sold, so we return once all contingencies have been met to remove our furnishings.

### COMMUNICATION

### CONTACT DETAILS

*774-74-stage*

info@homestagingmass.com  
homestagingmass.com

 : @jallanparadise

 : @j.allanparadise

 867 Boylston Street  
Boston, MA





# the difference...

## *luxury level design*

Your buyer has an expectation of high-level furnishings, so we shop and install furnishings your discerning buyer will aspire to and love

## *high reputation*

Our distinguished design style sets us apart from our competitors. We invest in new, vintage, antique and custom furniture so that we're truly able to create the lifestyle of the buyer and match the character of your home. Buyers feel more "at home" with a collected look.

## *design is not inexpensive*

We will never be the "cheapest stager" but capturing the the right look for your property and the most discerning buyers is critical to maximizing your ROI... that's our brand.

## *client experience*

Full transparency through every phase of the staging project, we're here for you - from the first phone call to de-stage your experience will be the best in the business.

# frequently asked questions

Why do I need to have my home staged?

Even if your house sells quickly in a good market, it doesn't mean it sold for the amount it would have sold for if it had been professionally staged. Remember that staged homes sell on a conservative average for 7%+ more in a good market.

Can't buyers use their imagination and look past my decor or empty rooms?

Only a mere 10% of home buyers can actually visualize the potential of a home. This is why vacant home staging is so critical! Buyers cannot visualize size and scale so furniture gives them a frame of reference.

Why can't I stage my own home?

Home sellers are usually incapable of successfully staging their own home. Why? Because our homes are like our children, we don't always see all of its flaws. We've gotten used to the way it looks and in fact it is difficult to emotionally change it. If you can't view something objectively then you are unable to market and package it effectively. Not to mention most home sellers don't "stage" every day for a living. That's what professionals are for and that is where the greatest return on investment comes in.



**Emilio DiSpirito**  
**Engel & Völkers**



For over 3 years, I have been working with Josh, Chris and the team at J.Allen Paradise Home Staging. My clients demand the best services and J.Allen delivers. They are responsive, courteous, professional, experienced, skilled and talented. They have a warehouse filled with all of the right furnishings and complementary pieces for any home they come across. I have calculated that homes staged have sold roughly 3% to 5% higher in price with 1/3 the days on market than homes without it. J.Allen allows buyers imaginations to run wild, see the space for what it is and most importantly allows the human connection to take place. Once buyers are emotionally invested in a property, they are willing to pay what it takes to win that property.

The only homes stagers I use and refer.



**Courtney Botelho**  
**Botelho Team**



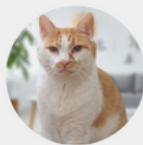
Successful agents understand one thing - staged homes sell. From start to finish, Josh and Chris are a staging powerhouse focused on assisting our clients in netting the highest price possible for their homes. Josh and Chris have an unrivaled ability to turn a house into a home, and subsequently, prospective buyers into homeowners. If you are considering staging your home - look no further. My team, myself, and our clients owe a large part of our success to J. Allan Paradise staging. Keep up the fantastic work!



**Bill Thompson**  
**Thompson Realty Group**



Josh and Chris are incredible professionals and an integral part of our listings selling at TOP DOLLAR. They are lighthearted, professional and have all the resources to make it a nice and easy process. They have different payment options, so it's affordable for any budget. Whether you need them during hours, or well after hours or the weekends, they are there for you. In addition, they have a big heart for the community and always help support our client and community "give back" events. Give them a call and secure that relationship, you won't be disappointed!



**Jackie Karam**  
**DiSpirito Team**



The best of the best! Josh and Chris have staged multiple listings I have sold and always provide top notch service. They have an excellent eye for staging and give all the right touches to our client's homes. I would highly recommend to anyone looking to transform & upgrade the look of their property.

ready to get started?

call or text us now: 774-74-stage