

TOP *Dollar* GUIDE

For Staging and Selling Your Home



"people see only what they are prepared to see" - Emerson

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.

What is a Home Stager?

A Home Stager is someone who is an expert at decorating and preparing your home to sell.

What is Home Staging?

"Home Staging is using limited funds, practical creativity and extraordinary expertise to professionally prepare a home to sell so that it becomes infinitely more attractive to potential buyers, sells quickly and for more money. In turn, home staging becomes an investment for the home seller through the greater home sale earnings that are realized."

- Audra Slinkey, President of the Home Staging Resource.

Staging and Selling for Top Dollar Overview

Selling your home is a process and this guide is intended to walk you through the most important elements of success in that process:

- ✓ The Three Keys to Selling Your Home
- ✓ Understanding Buyers
- ✓ Getting Buyers to "FEEL HOME" in your home
- ✓ Creating a Plan for Preparing Your Home to Sell
- ✓ Photo Examples - General Walk Through of Home

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Three Keys to Selling Your Home



Marketing Your Home on the Inside - Professional Home Staging



Marketing Your Home to the Public - Online Marketing, brochures, open house, etc.



Pricing the House Right - Reviewing comparable homes in your area, having a great agent and finessing your price.

When each key is just right, offers will come fast.



Disassociate and Prepare Your Home on the Inside (Home Staging)

Most home sellers are aware of the need to spruce up their home so that it sells, but often have no idea where to begin or how to prioritize the improvements. By hiring a professional to help, you will be able to attract more buyers and sell your home quickly because it appeals to the broadest range of buyers, while spending your staging dollars on the right improvements so that you can get the highest return on your investment.

A recent poll revealed that of 3,500 professionally staged homes, the average staging investment that is between 1 and 3% of the selling price generated up to 7-10% of the homes sale price. This means that on average, for every dollar invested in staging, the seller saw a return of about \$7.



After living in a home for more than two years, it is almost impossible for people to "objectively" view their space and their sentimental belongings from a buyer's perspective, allowing them to focus on spending their budget wisely.

Elements of the home that may have once annoyed us originally, we no longer notice. Our homes become personal, filled with belongings that create memories and emotions, which means objectively altering them to fit a buyer's perspective becomes nearly impossible to do ourselves.



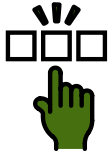
Be a Buyer

Disassociate from your home and try to see your home through a buyer's eyes. The next section in our staging guide will begin to walk you through this.



Get Professional Guidance

Hire a professional home stager who is an expert at marketing and preparing your home for photography and creating an emotional response from buyers in every space. Staging and decorating is what we do all day - so we know a bit about what looks great and appeals to buyers.



Hands on: Staging is an art form like gourmet cooking, painting and decorating, so consequently most people don't have the expertise to transform and market each room of the home correctly on their own.

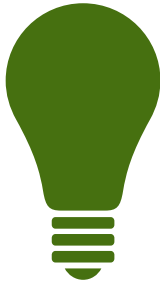
Go to www.HGTV.com or our photo gallery gallery throughout this guide to view photos of professionally staged rooms. Then, go to the entrance of each room of your home and compare.

We'll talk more about this first key in the coming pages, as well as give you a plan for your home.



Have an Amazing Online Photo Presentation (Marketing Campaign)

Your online photo presentation is key two in selling your home fast and for the best price.



95% of homebuyers are online first looking at photos of your home before they decide to drive by to get a look at the neighborhood.



84% of buyers reported the photos of your home are the most useful information when deciding to request a showing, or not.



The number one action taken by a buyer after viewing their dream home online was to drive by, then request a showing.

National Association of REALTORS® Profile of Buyers



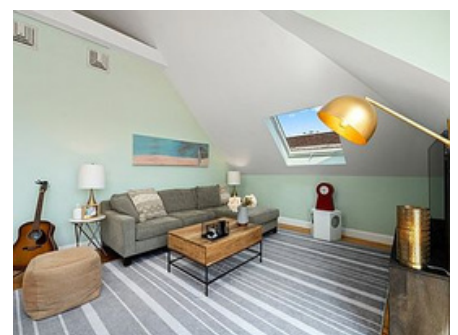
Be sure your photos are taken by a professional

A professional photographer knows proper camera angles, lighting, money shots



List only once you're ready

When your agent lists your home, buyers who have signed up for "email alerts" for your area will be notified of your fresh listing. Make sure that all of the details are in place so your photos are all staged rooms before the listing is launched so buyers have a great first impression and become attached to your home.



J. Allan & Paradise Home Staging
www.homestagingmass.com



Price the home right the first time

Your real estate agent is an expert on the marketplace and at reading and understanding comparable homes nearby, so it's important to trust them. Statistically, a home that "sits" on the market loses its new listing buzz and ends up selling for a lower price down the road. In fact, according to a National Association of REALTORS® survey, the longer a home stays on the market, the further below list it drops. Homes that sold in the first four weeks averaged 1% more than the list price; 4 to 12 weeks averaged 5% less; 13 to 24 weeks averaged 6.4% less; and homes on the market for 24 weeks or longer averaged more than 10% less than list.

Research the homes in your area at a website like www.zillow.com and talk with your agent about introducing your home at a price that will encourage potential buyer traffic - the first two steps we've talked about are sure to promote offers. If you plan to "shoot high and see what happens" that's fine, but be prepared to change the price in a couple of weeks if it doesn't attract buyers.

Understanding Buyers

In order to sell a product, you have to understand your buyer and what makes them go from making a logical decision to visit your home, to the emotional decision of making an offer. Here are some simple tips to keep in mind when you are staging and selling your home.

The home seller has the marketing advantage...



A perfectly targeted audience

Most buyers who come to your home are good prospects. They're shopping for the product you're selling and your house should already check most of their boxes.



A captive audience

The buyer is in your home and will probably spend 30-60 minutes studying it



An opportunity to make multiple impressions

Each room gives the perfect opportunity to make dozens of first impressions. With every detail, we will move them from looking at your house to deciding whether it could become *their home*.

Homes are purchased based on emotions...



We want the buyer to think "This is it. This is the one!"

We will use our 8 step "FEEL HOME" process to depersonalize the space and create "emotional connection points" that 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 every 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 decision...



Neatness and organization

Neat and organized sellers are viewed as keeping a well maintained home and taking good care of it. The opposite is also true. We'll provide direction on decluttering those areas buyers use to profile neatness.



Target buyer

Nationwide, the typical homebuyer household consists of a married couple aged 36 with a household income of \$71,000. We will target these people in our style and decor so that our "profile" fits.

Buyers will view your personal things, impersonally



Buyers Eyes

If you can't see objectively, you won't be able to market effectively. We'll put on "buyers eyes" in every room of your house so that you can see how to market your home every day in the process.

Getting buyers to FEEL HOME in your house

The **FEEL HOME** Staging Philosophy

Successful staging is the art of using marketing and decorating techniques to create an environment to which buyers feel that, "If I buy this house, I can live like this." We use the art of positioning to create several emotional connection points throughout the home so that when a buyer steps into the house they *"feel home"* We want them to think, *"This is it! This is the one!"*

First impressions -In our home assessment consultation, we will walk through your home room-by-room and take note of our first impressions - what grabs us, what glares at us and what gives us a feeling of home. Buyers will form a first impression immediately upon viewing photos and touring the home so we need to make every room and photo count.

Eliminating clutter -The packing starts now... We will pack away a good percentage of everything in the room to create a more clean, open and spacious feel. In the consultation we will discuss what won't be traveling to your new home and what can be packed away before the staging day so we get the most from our time together.

Emphasizing the positive and downplaying the negative -Finding your beautiful focal points, we will emphasize what the buyer will love about the room and hide or distract from any negative aspects of the room.

Lighten up -Focusing on lighting and color, we will make each room into a bright, warm and inviting space that buyers will respond to.

"Home Staging works because real estate buyers shop with logic and buy with emotion" - Debra Gould - The Staging Diva



Home Buyer's Appeal -In order for a buyer to "feel home," it's important for them to be presented with a depersonalized "canvas" that they can see their family portrait on. We'll depersonalize the space while retaining the warmth and fun.

Obligations -Cleaning and Repairs -The dirty work speaks for itself but is often overlooked because you've lived in your home for so long. Let's get rid of the buyer's mental repair list by doing it ourselves before our staging time together, so we get the most out of the day.

Modernizing -This involves updating your style and building simple accessories out of what you have already to create clean lines, scale, rhythm and form. In some cases, we'll recommend purchases as valuable investments in the staging process that will go a long way in getting buyers to "fall in love" with your home.

Emotional connection points - Creating the "Wow Factor" -This the fun part and is a huge focus in our positioning strategy. We'll show you how to build these subtleties in to make buyers subconsciously desire to live here and "feel home," The "emotional connection points" are where our marketing strategy really comes into play and we're experts at putting these together for you.

"buyers only know what they see... not what it's going to be."

-Barb Schwarz

The Creator of Home Staging

Next Steps

for preparing your home to sell

Now that you know what it takes to get your home sold for the best price, let's get started! As you know the first key to getting your home sold is staging. There are three phases to the home staging process, which we will address completely in our home staging consultation and continuing through until staging day.

Maximize what you have, so it will appeal to buyers

You will be amazed at the dramatic transformations we are able to accomplish in a single staging day using what you already have. Successful home staging must make financial sense and we are experienced and trained in making the most of your current belongings in order to turn buyer traffic into offers. We will start with a consultation to assess your space. During the consultation, we will make note of specific pieces to be used in the staging - while also making note of what to pre-pack and store, or sell or donate if it won't be moving to your next home with you.

Recommended purchases as investments in selling your home

Working within your budget, we will only recommend purchases that will more than pay for themselves in the speed and dollar amount of your sale. We may also bring in some of our own inventory or accessories to create the best photos. We also offer a shopping service, if you need more guidance or just want us to take care of it for you.

Simple, yet dramatic cosmetic updates or changes

Depending on your budget and timing, we may suggest paint, lighting fixture and other low cost / high impact cosmetic changes that will result in a great return on investment. We can tell you which rooms and updates are "worth it."



Once we determine the scope or work needed to get ready for staging day, we will create a timeline and schedule. We can't wait to meet you!

To schedule your consultation, you can call or text 774-74-stage

transformations



Meet the team...

J. Allan & Paradise Home Staging has partnered with Jennifer because she is one of the best agents in the business - we love working with like minded people. You're in great hands!

We look forward to working with you...



Josh



Chris

Dianne Needle
781-858-8366



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