



Gayle Perkins Wells Realtor / Stager

... a winning combination

... the perfect recipe for success

... giving you a competitive edge



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Real Estate Staging

Gayle Perkins Wells - Gayle brings a lifetime of design experience and is a Colorado State University graduate. Over the last 35 plus years she was a Design Coordinator for Denver's first luxury hi-rise, where she coordinated all custom options, colors, and tenant finishes. She was an Independent Design Consultant for the beautiful Whitney's of Cherry Hills in Denver, as well as, had her own Home & Real Estate Staging Company. While in Denver, she had the privilege of helping stage the home of Re/Max Founder & CEO, Dave & Gail Liniger. She is now a Realtor and Stager for Re/Max Victory #1 JILL TEAM, at the Greene in Beavercreek, OH.



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Real Estate Staging

STAGING - the activity or practice of styling and furnishing a property in such a way as to enhance its attractiveness

*“YOU NEVER GET A SECOND CHANCE
TO MAKE A FIRST IMPRESSION!”*



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Real Estate Staging

Real Estate Staging: Professional staging offers both the Realtor and Seller the opportunity to create the very best first impression to potential buyers. Unlike decorating someone's personal residence where you reflect the individual's or family's personality, taste, & lifestyle.....where you turn a house into a home.....Staging reverses the process and requires a design that appeals to the masses and TURNS A HOME BACK INTO A HOUSE, where future buyers can imagine themselves living with their belongings, mementoes, and furnishings in the space. When staging is done correctly it helps a home sell faster and at a higher price point. That is always the goal!

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Real Estate Staging

Personal Residence Staging: Create or enhance the homeowner's living space reflecting their personality, taste, and style. It usually involves a redesign of their existing furnishings, while refreshing with some new accessories, florals, twigs, or other natural elements. This approach is very popular, since it is significantly less expensive than a complete interior design makeover.

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Real Estate Staging

“As the daughter of a very successful Interior Designer in Dayton, I grew up with the love and appreciation of beautiful surroundings. I love merging old and new, and I am especially drawn to creating charming vignettes, cozy settings, and welcoming homes that reflect a family’s or individual’s style. This IS my passion!” -Gayle Wells

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Real Estate Staging

REAL ESTATE ADVANTAGES:

“The most successful agents stage their listings. They see every single listing as an opportunity to top the market. They analyze the properties they list and have them professionally stage before they are presented to their market. Depending on the price range of the property top Realtors pay for their own staging as part of their listing package. They see it as a cost of doing business and a powerful marketing advantage.”Excerpt from “The Complete Guide to Success as a Real Estate Agent”

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Real Estate Staging

Want to get the best price on the sale of your home?

Having your home professionally staged is the first step in connecting buyers online to your home through fantastic professional photos and getting offers by helping them emotionally connect to your space.

Get Top Dollar

Every staging statistic supports the fact that when you bring in a professional home stager to stage your home to sell.....you see huge returns on your investment!

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Real Estate Staging

Stress Free

We take the stress and hard work out of preparing your home to sell!

We can even do it all for you! We also give you strategies for easy organization you can live with!

“Don’t gamble with your most valuable asset!”

{Click to see examples}



Home #1



Home #2



Home #3



Home #4



Home #5

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Home #1

Here is a sampling of some of our work.....

This house was on the market 3 months with no offers. The home had completed expensive renovations with paint, flooring, and bathroom updates. Please notice the most obvious differences in our before and after photos.

The most important changes that should be top priority:

- 1) Professional photos are a MUST!*
- 2) Professional staging of the home with furnishings & accessories that will enhance the home and its surroundings!*
- 3) Curb appeal*

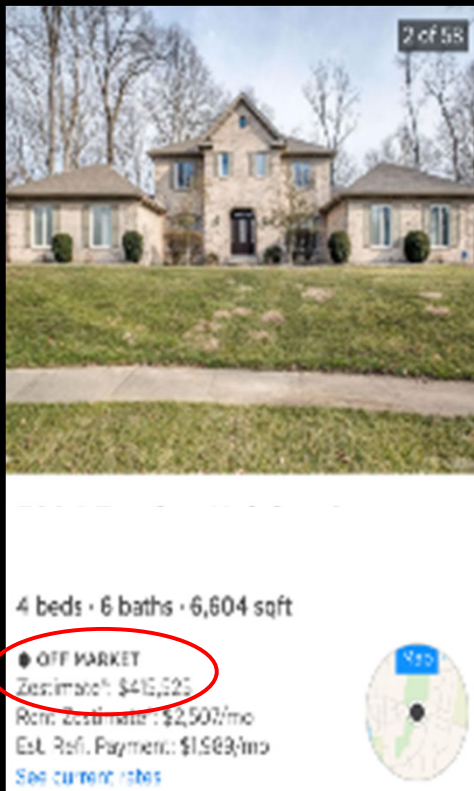
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Home #1

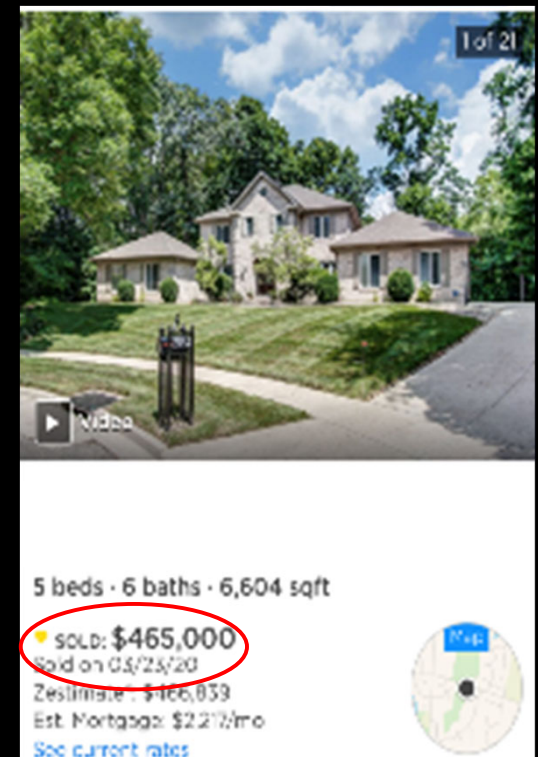
Before



*Great example of the difference
professional photography makes!*

*Note the \$50,000 increase in price!
(While not all gains are this dramatic,
you will always make more \$)*

After

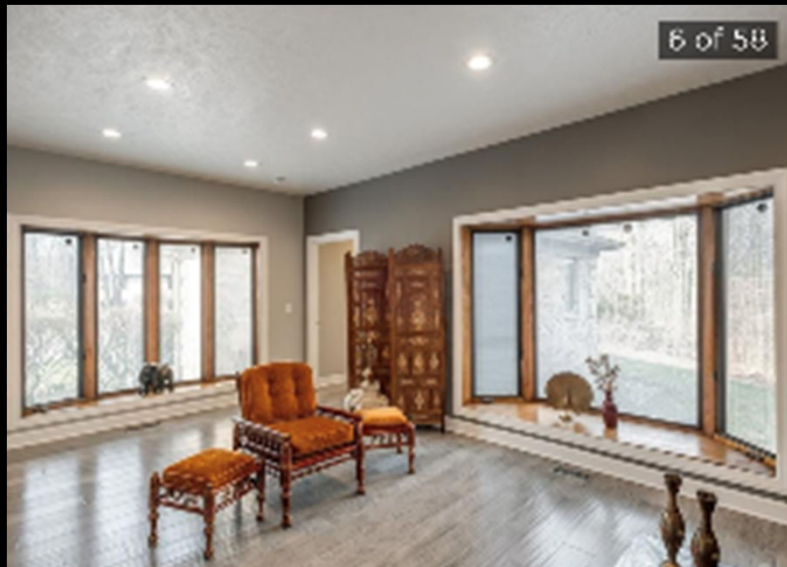


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Home #1



Before

The homeowner's furnishings did not show the room in its best light.

Use furnishings that enhance the recently updated floors and walls.

After





Home #1

Heavy dining room furniture takes away from seeing the room



Before



After



Notice how the white furniture immediately “lifts” the room to a much lighter feel.





Home #1



Before

This room seems a bit busy and unorganized with an incohesive feel.

With a different arrangement and furnishings, the room is calmer and more cohesive.



After



Home #1



Before

Your eye immediately goes to the pink towel and you see little else.

*Different bathrooms – same house.
Never use bright-colored towels
when staging real estate*



After



Home #1

*The purple chair and the tall
nightstand are visually distracting*



Before



After



*Bedrooms should be soft
and subtle.
A relaxing respite at the
end of the day.*



Home #2



Using the owner's furnishings, we were able to re-arrange and refresh the surroundings to create this charming setting.

We chose soft paint colors and gentle lighting...



Home #2

Notice the power of white trim and soft neutrals.





Home #2



Accessorizing with organic twigs and grasses lends itself to a feeling of simplistic beauty.

Carpet adds a softness to the overall feel of the room.



Home #2



*To make a room
welcoming and
romantic, avoid
clutter on dressers
and nightstands.*



Home #2



*A bathroom should
always be staged calm
and clutter free to
create a feeling of
tranquility and peace.*



Home #2



*A room all ready for
guests...*

*Staging allows a
potential buyer to see
him or herself in the
property with their
furniture and their
life!*





Home #2



*Wallpaper isn't
always a bad thing...*

*In this case, we
worked with the
serenity created
through the subtle
botanical print.*



Home #3



This property is a popular Centerville condo and was an estate with most family members living out of state.

The condo was filled with beautiful quality furniture from the home-owner's previous large home.

We first arranged the home for the estate sale, and then after it was cleared out, we staged it for marketing.

The very first person who looked at the property bought it!





Home #3



Before



When coming into a condo from a common area where there's a lack of windows, be sure to make the entry as bright and welcoming as possible.



After





Home #3



Before

Even though the homeowner had high-quality furniture, it made the space feel dark and heavy. The furniture over-powered the space.



After



Home #3



Before



After



The large and dark furniture doesn't allow potential homeowners to visualize the space with their own furnishings.





Home #3



Before



Lighting is so critical to the “feel” of a space.
It creates an inexplicable ambiance and
emotional feel of the room.



After





Home #3



Before



*Once again, light wins out over heavy and dark.
Always remove dark window coverings if possible
when you put your house on the market.*



After





Home #3



The very first person who looked at the property bought it for full list price!