



# TOP 12 Reasons to Partner With A Stager

Sego Lily Staging & Design

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# welcome



GET THE BEST PRICES FOR YOUR CLIENTS AND  
BE KNOWN AS A “TOP AGENT” IN THIS  
COMPETITIVE REAL ESTATE MARKET...

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**Picture this:** Stunning spaces that not only grab attention but also bring in top dollar offers that make neighbors envious. That's where I come in as a passionate home stager. We've got a knack for turning properties into irresistible homes that buyers fall in love with. So, why not team up? With our staging expertise, you'll be the agent known for sealing those fantastic deals.!

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# TOP 12

## Reasons to Use a Stager

1

### **Higher Sales Price**

Staged homes sell for higher prices than non-staged homes, with potential price increases ranging from 1% to 20% more (Source: Real Estate Staging Association)

2

### **Faster Sales**

Staged homes sell faster. A professionally staged home can spend less time on the market, reducing carrying costs and stress for both the agent and the seller.

3

### **Trust and Credibility**

Recommending staging showcases your commitment to your clients' success, building trust and credibility as an agent who goes the extra mile.



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4

### **Better Online Presence**

Professionally staged homes result in better online listing photos, attracting more views and inquiries from potential buyers browsing online platforms.

5

### **Competitive Edge**

Professional staging differentiates a property from competing listings, helping it stand out in a crowded market.

6

### **Wider Buyer Pool**

Staging can help a home appeal to a broader range of potential buyers by neutralizing decor and minimizing personal touches.



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7

### **Buyers Can Visualize**

In a 2021 National Association of Realtors (NAR) Survey, over 83% of buyers find it “easier to visualize the property as their future home” when it’s professionally staged

8

### **Professional Objectivity**

If you can’t see objectively, you can’t “package” effectively and it’s almost impossible for a seller to be objective about their home... they need professional help.

9

### **Stress Reduction**

Staging minimizes the need for sellers to keep their homes in show- ready condition for extended periods, making the selling process less stressful.



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### 10 **Considered a “Critical Necessity”**

According to a Zillow survey of thousands of real estate experts, “home staging” was listed as the TOP TWO necessary items to sell.

### 11 **ROI for Agents**

Staged homes can lead to repeat business and referrals for real estate agents, as satisfied clients are more likely to recommend your services to others.

### 12 **Better Than a Price Reduction**

Staging is always much less expensive than your first price reduction. Don't make the seller question why you didn't stage in the first place.



# case study



3 Homes Make 50K+ OVER Asking Price  
in this “Best of the Best” Case Study

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It's easy to under estimate the value of professional staging but in this blog post, I showcase not one but THREE homes that made several thousand over asking price after having their home professionally staged.



# Before & After



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