



FREQUENTLY ASKED QUESTIONS

* **What is staging and why should I consider it?**

* Selling a home is a production... as the seller or listing agent, your goal is to convince a buyer to fall in love with your house over any other, and these days there is a lot of competition. If you still live in your house it could be that the buyer will not be able to picture themselves there because it's so personalized to you. If the home is completely empty it can seem too big or too small, it can feel cold and uninviting, and every single imperfection is glaringly obvious. STAGING sets the backdrop for the production and makes the buyer be able to more easily see their lives fit into the space by decluttering and rearranging occupied homes or adding warmth to empty, vacant spaces. Invest in staging! #stagingssellshouses

* **How much does it cost?**

* If you still live in your home there are several options:

1. Walk Thru with Verbal Directions... \$150
2. Walk Thru with Follow-Up Written Directions and Counsel... \$300
3. Three Hours Hands-On Declutter/Rearranging by Stager In Home... \$575. \$125/hr for additional hands-on hours (I try very hard to keep it at the three though!)

* If the home is vacant there are several options:

1. Accessories-Only Staging... \$575 (I only recommend this for pristine homes with easy-to-comprehend layouts)
2. Custom Staging... Typically (but not always) the price falls somewhere around the amount of square feet in the home. For instance, if the home is 2000 square feet the price for staging will most likely fall between \$1500-2500. This is a FOUR MONTH price; at the fifth month 10% of original cost will be charged (i.e.\$150 to \$250); I do not want it to last this long though so along with your listing agent, we work to get it sold ASAP! This includes all travel and time to do the initial consultation, loading/unloading/loading, designing, and marketing on my social media. As a real estate agent myself, I will also actively seek your buyer. You're hiring another team member who wants you to sell quickly!

* **Who pays for the staging?**

* Staging can be paid for by the seller, the realtor, or a combination of the two. Payment is due in full when the staging is complete.

* **What is the difference between STAGING and INTERIOR DESIGN?**

* Staging is designing the house to SELL, highlighting features of the home, but keeping the backdrop neutral so that it appeals to the greatest number of buyers. Interior Design is creating your own personal Zen as a home OWNER. A stager works with home SELLERS. An Interior Designer works with home OWNERS. Personally, I am not trained in Interior Design.

* **Where do you keep all of your "stuff" and how do you transport everything?**

* I have 2400 square feet of warehouse space located in Surf City, and I also have a 16' box truck.

* **Where can I learn more?**

Call me!... Holli Miner, 910-899-8308

Find and "like" me on Facebook... Southern Charm Home Staging

Check out my website... www.southerncharmhomestaging.com

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