



WHY HOME STAGING IS WORTH THE INVESTMENT

SELLING PRICE

Staging helps buyers fall in love the moment they walk through the door. The right arrangements can make a buyer feel warm and welcome and **see how valuable a home really is.**

Staged homes not only **sold over list price** but an average of **nine days faster** than unstaged homes.

(Source: 2021 survey by Real Estate Staging Association - RESA)

BEST FEATURES

Staging makes a home more attractive to buyers.
"Staging is not 'just decorating,' it's applied market research on what makes your house feel like a buyer's dream home" - NAR

Staging transforms the space, inspiring buyers on how each room can be utilized.

SELLER STRESS

A professional stager's job is to bring out the best features of a home and **take the stress away from the seller** when preparing their home. A stager focuses on picking the right furniture arrangements and decor to draw a buyer's eye to a unique focal point or to enhance the natural light of the room.

ENVISIONING THE HOME

Most importantly, staging a home helps potential buyers **view their life in each space.** Rather than walking through an empty home, staged rooms make it easier for the buyer to imagine what their life would be like to live there.

WHY HIRE?

Most homeowners don't have the right furniture or accent pieces, or don't understand how overall design can add value to the home. **Consider working with a professional to enhance the impact value of your home.**



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