

Why is staging important?
Why spend the money?

Home Staging



My story

I received a call in 2007 from a sweet Senior Lady named Joan. She began to tell me her story of having her house for sale for over a year and no one was buying it. She explained how much she loved her home and how she had raised her whole family there and couldn't understand why all the families coming through were not interested in it at all. Her neighborhood had the best schools and the best parks. It just made no sense.

I, of course, immediately imagined her house full of memorabilia from all her kids and grandchildren. Their pictures hung on the walls and lots of knickknacks on table and shelves. All representing a life well lived. All the things that make it difficult for a buyer to see themselves in the space. She explained that her contract with her Realtor had just expired and could I please come look at her house and see if I could figure out what was wrong. I drove over with predetermined advice on decluttering and look forward to helping Joan do that.

When Joan opened the door and I stepped in I couldn't have been more surprised. The house was empty. It had great bones. It had new carpet. I was perplexed and now understood Joan's confusion. And then I walked into the kitchen.

An empty house certainly shows bones. It also shows wrinkles, blemishes and flaws. Her kitchen was good size and had good appliances. The color was awful. Everything was orange. I finished looking around the house and asked her if I could move some furniture in and paint the kitchen. She agreed. 3 days later we got an offer and the house sold.

Staging is one of the most important things you can do to not only get your house sold, but get it sold for top dollar. After 10 years of being a Real Estate Agent in 2010, I went to design school. I wanted to better help my Owners sell Fast and for Top Dollar. Understanding what attracts, what repels, what creates road blocks has been invaluable. It's beginning with the end in mind.

Below you will find my options for staging your home.

Pricing

(All services are billed to escrow and you do not pay until your house sells.)

Staging FOR SALE service only: \$2500

- Initial Consultation
- Furniture reconfigured as needed.
- Pack up plan of items to be removed
- Decorative Decor provided as needed
- Open house flowers provided
- Weekly check in until house is sold

If it is advised that additional furniture items are needed, the seller may decide to rent these at the owner's cost. If the house needs painting or deep cleaning, the seller will be advised on costs to complete those items.

When Listing your home with us all Staging Services are provided to Owner at no cost.



