

## SUCCESSFUL MARKETING TO HOME BUYERS...

"The way you live in your home and the way a real estate agent markets and sells your house are two different things."

Savvy home sellers and real estate agents understand that in order to get offers and top dollar for their listings in the least amount of time possible, they need to have it professionally Staged® by an Accredited Staging Professional (ASP®).

Home Staging is a very powerful **Marketing Tool!** And by Staging® your house with the guidance of a professional ASP® Home Stager, you will create immediate buyer interest in the property.

Here at Scena Home Staging, our experienced team of highly trained Accredited Staging Professionals will create several "emotional connection points" throughout your listing so that when a prospective home buyer steps into your house, they will say: **"Wow! If I buy this house, I can live like this!"**

**A single day with Scena Home Staging's team of Accredited Staging Professionals will make all the difference in the selling price of your home!**

**Potential buyers will walk in and say:**

**"This is it! This is the one!"**



***"If your listing is not ready for a photo shoot, then it's not ready for visitors either."***

# 10 REASONS A HOME SELLER SHOULD STAGE THEIR HOUSE

### Scena Home Staging

Lew Corcoran

Phone: 508.443.1332

Website: [www.ScenaHomeStaging.com](http://www.ScenaHomeStaging.com)

Website: [www.LewCorcoran.com](http://www.LewCorcoran.com)

Serving the Boston South Shore,  
Southeastern Massachusetts,  
Cape Cod and Rhode Island

**Call for a Professional Consultation today!**

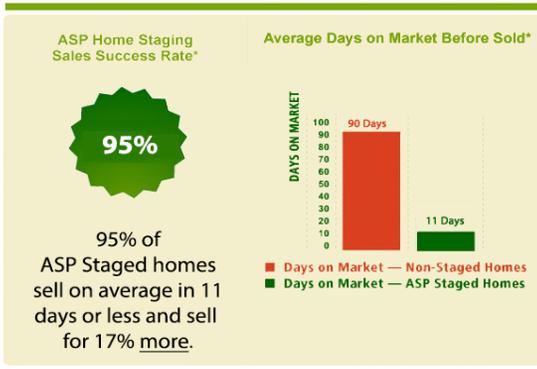
### SCENA HOME STAGING

Because Beautifully Staged Homes Sell!

# Top 10 Reasons You Should Stage Your House

## 1. You Will Make More Money!

According to the National Association of REALTORS® (NAR), the average staging investment is between 1 and 3 percent of the home's asking price. But it generates a return of 8 to 10 percent!



## 2. Your House Will Sell Faster – This Means More Money for You AND Less Stress and Headaches!

A recent Accredited Home Staging® survey revealed that staged houses sell much faster than non-staged houses. 95% of staged houses sell on average in 11 days or less while non-staged houses typically sell in 3 months or more.

## 3. Home Staging Provides a High Rate of Return on Your Investment!

In a 2009 Home Gain Survey of over 2000 REALTORS®, it was discovered that home staging typically provides a 586% return on investment!

## 4. The Longer Your House Sits On the Market, the Lower the Sales Price Will Be, So STAGE IT FIRST!

A recent National Association of REALTORS® survey found that after 4 weeks on the market, houses on average sell for 6% less than the ones that sold within the first 4 weeks! Don't be in a position where you have to lower your asking price – have your house professionally staged!

## 5. Most Home Sellers Cannot View Their Houses Objectively!

If you can't see your house objectively, then your real estate agent cannot properly prepare, package, present, or promote it effectively. Have an ASP® Home Staging Professional get your house into its most advantageous appearance for showings.

## 6. Only 10% of Buyers Can Visualize the Potential of a Home!

That's why staging a house is so crucial. You don't want all the assets your house has to offer overlooked and left up to the buyer's imagination, do you?

## 7. Your Online Photos Will Stand Out Among the Competition!

According to a recent NAR *Profile of Buyers*, more than 90% of home buyers search for homes online first before deciding to visit. Give buyers a reason to drive to your house by having multiple professional high quality photos of beautifully Staged rooms that will stand out among the competition!

## 8. The Money You Make on the Sale of Your House May Be TAX FREE, and the Money You Invest in Home Staging May Be Tax Deductible!

Take advantage of a possible tax-free capital gain by getting every dollar possible for the sale of your property, while getting a possible tax deduction for investing in staging services to improve and sell your house. (Note: Be sure to consult with your accountant or legal tax advisor.)

## 9. Leaving Your House in an "As Is" Condition Will Only Help Sell the Competition!

No matter what state the real estate market is in, today's home buyers have very high expectations. They want a home that is move-in ready. Successful real estate agents know that the key to competing in today's real estate market is Home Staging® and professional photography – because it creates compelling online presentations, drives buyer traffic to the home, and turns prospects into buyers!

## 10. You Can Relax!

You will have the satisfaction of knowing you have done absolutely everything possible to effect a quick sale of your most valuable commodity – your house – and for top dollar!

