

Why You Should Stage Your Property

- ✓ Research shows that staged homes often sell for considerably more money in substantially less time than non-staged homes.
- ✓ Staged homes are a market differentiator for both real estate agents and home sellers
- ✓ Staged homes have a distinct marketing advantage over the other non-staged homes on the market.
- ✓ Staged homes attract a broader range of buyers.
- ✓ In photos or virtual tours, unstaged homes look small, cluttered, and unattractive. Staged homes show better in print, in pictures, online – and in person.
- ✓ 90% of buyers don't have the imagination to see past your clutter and/or unstylish furnishings. Nor do they have the ability to see how they'd place their furniture in a vacant home (especially those with open concept floor plans).
- ✓ People buy by comparison, and staged homes show better than those that aren't staged.
- ✓ Staged homes are recognized as properties that are ready to sell and are more likely to be shown.
- ✓ The investment in staging your home is bound to be far less than your first price reduction.
- ✓ Prospective buyers make a decision on your home within the first few minutes of walking through the front door. Staging creates a series of good first impressions that will make potential buyers linger and want to move *in*, not *on*!
- ✓ 95% of buyers buy on emotion. Make it "love at first sight".
- ✓ Both homebuyers and property inspectors view staged homes as having been well maintained and taken care of by their owners.
- ✓ Appraisers are more likely to appraise staged homes at their full asking price or at a higher value than other recently sold non-staged homes.
- ✓ Adding furnishings to a vacant home can make rooms look larger – especially if they are small.
- ✓ Adding the right furnishings and accessories can help a home with little architectural appeal feel more stylish and updated.
- ✓ Staging a vacant home helps soften echoes and adds a cozy feeling to an otherwise empty space.
- ✓ Staging a home that hasn't been entirely remodeled will help minimize the outdated areas and maximize areas that are up to date.
- ✓ For homes in cities near the coast, utilizing the right accessories and artwork can help remind potential buyers of the proximity of the property to the beach.
- ✓ Tax advantages (deductions) for direct expenses in preparing a house for sale (be sure to consult with your professional tax advisor.)