




HOME STAGING & DESIGN

By Kathleen

Question: When the market is flooded with homes for sale, how do you get yours to stand out and attract potential buyers online and in person?

Answer: STAGE the house for sale with an Accredited Staging Professional (ASP) 

WHAT IS HOME STAGING?

Home Staging is the presentation of a house for sale so that it appeals to the most Buyers and sells in the shortest time and at the best price based on market conditions.

If you were trying to sell your car wouldn't you detail clean it, and/or have it waxed to make it look it's best to sell for the most amount of money?
A home is a much bigger investment than a car.

Consider these Reasons to Stage:

1) An ASP staged house looks better online and in person.

DATA: Over 90% of Buyers look online FIRST to preview potential houses and screen out those that are unappealing. Staging ensures the house looks its best in photos, virtual tours and brochures.

2) An ASP Staged house sells faster than the un-Staged competition.

DATA: Current Statistics tracked by Stagedhomes.com prove that a Staged house sells up to 3-4 times faster than the un-Staged competition. 94.6% of ASP Staged Homes sell on average in 35 days or less compared to 175 days on the market for ASP un-Staged Homes.**

3) An ASP staged house sells at a better price than the un-Staged competition allowing you to keep more equity.

DATA: A typical price reduction is between 5-20% (based on National Association of Realtors study for 2008). This means that on average, a \$300,000 property will drop in price \$15,000-\$60,000 in order to respond to market conditions. When a house is Staged it will sell faster than an un-Staged competition, and this means it will not sit on the market as long. When a house is not on the market as long it is less likely to be reduced in price.

PRICE & PRESENTATION BOTH MATTER

Call for More Information

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ASP Stager

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National Statistics** show that Staged homes stay on the market less time and therefore are less likely to experience a price reduction versus the un-staged competition. Based on statistical study from 2004-2005 of Staged properties nationwide compiled by Stagedhomes.com