



The Real Estate Staging Association (RESA) conducted a study on properties that were professionally staged from January 2007 to February 2008 and found remarkable results.

### Vacant Homes Previously on the Market

- Unstaged, Marketed, NOT SOLD- 120 Days on Market
- Staged, Marketed, SOLD, Same Homes 26 Days on Market

### Occupied Homes Previously on the Market

- Unstaged, Marketed, NOT SOLD- 102 Days on Market
- Staged, Marketed, SOLD, Same Homes 45 Days on Market

### Homes Not Previously on the Market

- Vacant Homes Sold on Average 40 Days After Staging
- Occupied Homes Sold On Average in 38 Days After Staging

## STAGING BENEFITS BUYERS

In a September 2007 Survey Conducted by the Real Estate Staging Association

- 99.2% of Professional Stagers recommend repairs to Sellers
- 72.4% of Professional Stagers report that between 60% to 100% of sellers are willing to address repairs
- 66.4% Professional Stagers report that on average their sellers invest \$500 to \$2,500 in upgrades

- 21.9% of Professional Stagers report that on average their sellers invest \$2,500 to \$5,000 in upgrades
- 73.2% of Professional Stagers report their clients invest between \$500 to \$2,000 in repairs
- 20.8% of Professional Stagers report their clients invest between \$2,000 to \$5,000 in repairs

Overall Professional Stagers agree that staging a property prior to going on the market benefits everyone involved with the sale and purchase of the property. Professional stagers recommend repairs and upgrades that are needed to get the property ready to go on the market. Staging gives buyers piece of mind knowing that any potential issues have been addressed in addition staging also shows buyers the properties true potential. Staging often gives buyers design and color aspects they may not have previously considered.

Buyers often do not have the funds to move into a property and come up with more money to address repairs, painting etc... Buyers have come to realize and appreciate the benefits of purchasing a staged property. Staged properties are move in ready.

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Advancing Professionalism and Excellence in Real Estate Staging

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# Use a Professional Stager

## SELL a House

Stage it!

List it!

Sell it!

### Educating Clients

Knowing how difficult it is to educate your clients on the significance of merchandising their property as a viable product, it is helpful to use the analogy of product packaging. Similar to the items on the shelves of your local store, each product has features and benefits, pluses and minuses, as well as **competition**. To compete in the marketplace, a product must be priced correctly and packaged better than competing products. Houses are no different. As one of many properties for sale, your house must be packaged and presented to prospective buyers to highlight all the benefits - space, traffic flow, curb appeal and overall ambience.

### Benefits of professionally staging your listings

- Professionally staged listings present better than competing houses for sale, including new homes and higher priced homes.
- Staged properties accelerate the list to sold time in slow markets.
- Staged properties can increase offers and selling prices in hot markets.
- Buyers view staged listings as "well-maintained".
- Buyers' agents recognize that professionally staged listings are "move-in" ready and are inclined to show your listing.
- Photos of professionally staged listings appear better in print and web media.
- Professionally staged listings "stand-out" in prospective buyers minds.

### Working with a professional stager

- Cultivate and maintain a cohesive relationship with a professional stager to foster teamwork and client satisfaction.
- Professional stagers will meet your deadlines and expectations while communicating with your client in a proficient manner.
- Include staging information in your listing presentations to demonstrate your creative marketing ideas.
- The investment in staging is a proactive marketing strategy that is typically less than the average price reduction.
- Verify a stagers' references, view their Portfolio and understand their contract.

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# **REASONS TO PROFESSIONALLY STAGE YOUR PROPERTY**

## **PROFESSIONALLY STAGED PROPERTIES:**

- **Present better than others on the market**
- **Sell faster**
- **Typically sells for more money**
- **Look better in print and internet advertisements**
- **Receive more foot traffic**
- **End up on a buyer's "must see" list**
- **Are viewed by buyer's as "well maintained"**
- **Are viewed as "well maintained" by Appraisers**
- **Are often appraised at higher values**
- **Are "MOVE IN READY"**

**STAGING WORKS!**

**Use a stager, SELL a HOUSE**

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## >>>>Staging Tips<<<<

- Clean, Clean, Clean, It is imperative that the home be as clean as possible and that means the windows and ceiling fans too. No one likes to see anyone else's dirt. A very big turn off.
- Remove most if not all of the family pictures along with any collections. Buyers have a tendency to get distracted by those items.
- De-clutter the closets by 50%. You have to pack it anyway, so you might as well do it now. De-clutter the amount of furniture in rooms, it needs to seem as spacious as possible.
- Curb Appeal—In the spring and late summer weed and feed the yards so that the grass is nice and green. Keep the flower beds weeded and full of colorful flowers. Buyer's that drive by will think the home is well maintained and it will invite them in.
- Fix all those little nagging things you have been planning to correct, but just never got around to it. Buyers will view the home as well maintained if they are already corrected.
- Remove the garbage regularly to prevent odors
- Make the beds daily and invest in new bed linens if necessary
- Keep counters and sinks clean and empty, it helps to appear more spacious.
- Tidy up all closets and pare down the contents
- Pare down the children's toys to a few they regularly prefer, store the remainder and rotate them in and out.

### **SUDDEN CHANGE INTERIORS**

**"CHANGE IS MAGICAL"**

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## **DAILY STAGING CHECKLIST**

- Make beds daily
- Wipe down bathrooms and pick up towels
- Make sure dirty laundry is in hamper
- Dirty dishes need to be loaded into the dishwasher
- Store small appliances used during dinner or breakfast
- Counter tops need to be completely cleared and wiped down (leave decorative items discussed in consultation)
- Pick up family or living areas
- Pick up all clothing or other items from bedroom floors
- Clear the front step / porch and sweep it
- Have all lights on during viewing
- If the home is scheduled to be viewed that day secure the pets in a separate area, preferably off the property during the appointment

"CHANGE IS  
MAGICAL"



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&   M E R C H A N T C I R C L E**

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