

Home Staging & How it works...

Home staging ([British English](#): House doctoring) is the act of preparing a private residence prior to going up for sale in the [real estate](#) marketplace. The goal of staging is to sell a home quickly, and for the most money possible by attracting the highest amount of potential buyers. Staging focuses on improving a property to make it appeal to the largest number of buyers by transforming it into a welcoming, appealing, and attractive product for sale. Staging often raises the value of a property by way of reducing the home's flaws, depersonalizing, decluttering, cleaning, improving condition items, and landscaping. For vacant homes, rental furniture is used to create a living space the buyer could "see" themselves in. Properly executed staging leads the eye to attractive features while minimizing flaws.¹

STAGING Q&AS

1. What's the value of staging?

A well-staged room invites buyers in and helps them see past the sellers' possessions to the layout and square footage. Staging also helps draw buyers' eyes to the best feature of the room, such as French doors or a fireplace.

2. What does it cost to stage a house?

Staging an average-sized home can be accomplished for about \$500 to \$1,000 or more, depending on the extent of the work (painting, carpeting, accessories, labor) involved, say staging pros and practitioners...Furniture rental could add more to the bottom line.

3. How do you approach a room you want to stage?

Stagers aim to clear clutter, arrange furniture to draw buyers into the room, and highlight the room's best features.

4. What tools do you need to stage a home?

A well-staged room invites buyers in and helps them see past the sellers' possessions to the layout and square footage. Some stagers own an inventory of furnishings that can be deployed to vacant homes. Many home stagers prefer to find hidden treasures home owners already have on hand, because that's a lot less expensive for them. Sometimes just adding pillows, inexpensive drapery, lighting and greenery makes a big difference.

5. Should an entire house be staged?

Stagers share different perspectives on this issue. Some prefer to do a whole house because people are buying the whole house and it can bring cohesiveness to the space. Some focus on key areas: the entryway (and any room visible from it), the main living area, the kitchen, the master bedroom, and any bonus areas, such as a den or deck. Keep in mind—it's that first impression that's going to pull buyers in or turn them off.

¹ Source: *Wikipedia, The Free Encyclopedia*

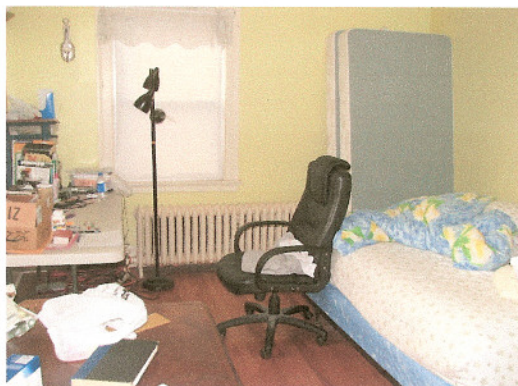
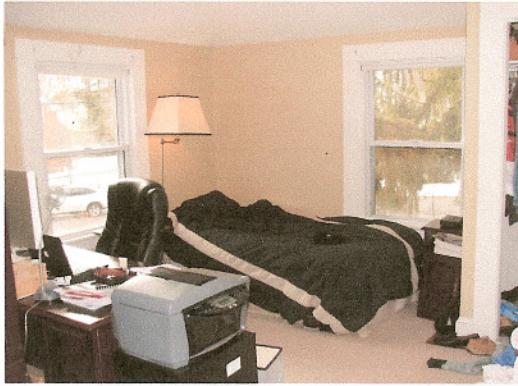
BEFORE...



AFTER...



BEFORE...



AFTER...

