

Staging Your Home for a Fast & Profitable Sale

The moment you decide to place your house on the market, it is not your home, but a product for sale, and so you must present it as one.

Realtors who offer the services of a “Free Staging Consultation” give you a good indication about the Realtor you have trusted the sale of your home with, and the level of service you will receive throughout the selling process.

Properties that are professionally staged, create “immediate buyer interest” and is a “proven” method that will increase the chances of your property selling in a timely manner and at a higher price, than similar homes that have not been staged.

Often potential buyers are unable to visualize themselves living in your home. A professional home stager will assist you in preparing your home for the market in a cost-effective manner, by using your furniture and accessories, to edit, rearrange and style your home. A neutral, spacious, decluttered and de-personalized space as close to “show home” status as possible, provides emotional, sensory and tranquil connections that allow potential home buyers to visualize your home as their “new” home.

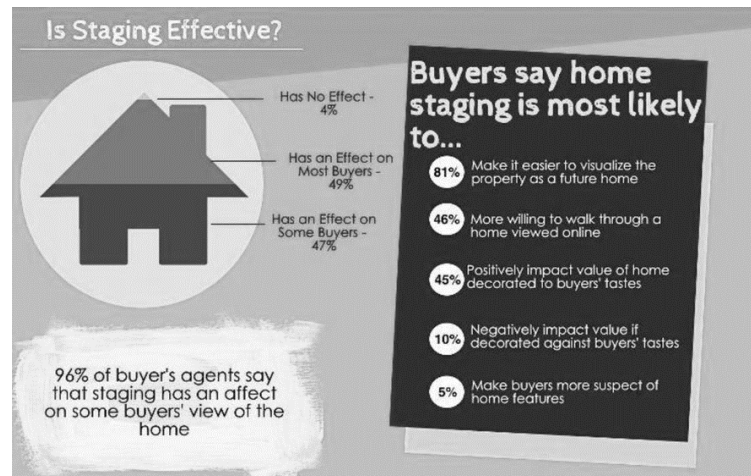
Why Home Staging is Important!

A small investment of time is often all that is necessary to make a huge difference in the appearance of the home.

Neutralizing a space is crucial when trying to appeal to buyers from a wide range of backgrounds. Potential buyers need to focus their attention on the home itself, rather than pointing out unattractive paint colors or personal items throughout the house.

A few areas of neglect, could be red flags to a buyer. "What other hidden problems exist"

Buyers who have been house hunting for days, will buy the home that "stands out" from all the rest, not the home that will need work after they move in. Buyers are looking for homes that are "move in" ready.



The Consultation: can take up to an hour and can make a bigger difference than you might think. First an initial tour of the home, with note taking as to what changes or improvements can be made. On occasion, small purchases (welcome mats, new bedding, curtains...etc.) may be suggested to better showcase your home.

The tips and tricks you have learned through staging can be taken with you to your new home. If you need help creating a warm, welcoming and inviting space at your new house or assistance with color choice, contact Karlie Pond to further discuss details.

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