

DOES IT PAY TO STAGE THE SELL?

One may wonder what the return would be on the cost of having a home “staged” for resell. The actual return is 100-150% and this is due to quick sales that accompany the “staged” home. Professional staging will also bring the seller a higher appraisal value. The seller wins in two ways, an appraisal that raises the value of the asking price and the possibility of bidding wars. A staged home never languishes on the market in a normal to semi normal market. Brokers always show the perfectly staged home to perspective buyers as the home is usually move in ready and always shows to perfection.



HOUSE STAGING FEES

1. Consultation: \$75-150. per hour
2. Hourly Fees: \$50-125.
3. Fee Per Sq. Foot: Some Stagers will charge per square Foot of the home and can range From \$1-2.00 sq. ft.

Some home sellers will call for a Consultation with a written plan so they can stage themselves and each Home Stager has their own fee for her written Staging Plan.

HOME TIP OF THE MONTH: De-Clutter, De-Clutter, De-Clutter some more. Aside from clearing out all unnecessary items **In ones home cleanliness is another absolute must!!!!**

IS STAGING JUST FOR RESIDENTIAL PROPERTIES?

Absolutely not! Home Staging (hence the word) started out in residential enhancing but lately has moved outside that box. All public spaces need to offer a positive first impression and Stagers are branching out into commercial staging.

Think of office waiting rooms, corporate offices, boutiques, hair salons and of course Real Estate offices. **FIRST IMPRESSION** is what a potential buyer or customer will notice off the bat. This is what will play a role in whether a buyer will write up the contract or whether a potential customer wants to frequent your establishment. All professional Home Stagers are trained with a keen eye for details and can evaluate a space in half a second. It surely pays to consult with a stager for your spaces.

Increasing Your Home's Value

First foremost, make all repairs at the time they are needed. Repairs that drag out for months eventually become a much larger problem to deal with. Update light fixtures, flooring and faucets. No Brady Bunch era should be in any home in this new millennium. Your entrance should scream “Welcome”. First impression begins at the curb so you're landscaping and walkways should all be clean, updated and pristine. Paint! It is cheap and offers the greatest instant reward. Jot down in each room of your home what can be done to enhance the space and take a few weekends to tackle these projects. It will pay off for sure.



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