

Staging Potential®

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The top 5 reasons Home Staging works!!

- 1. Homebuyers shop with logic and buy on emotion.** (A well-staged property creates a positive response in the buyer)
- 2. Few homebuyers can look past unattractive, disorganized or crowded rooms.** (If the buyer can't see him/herself in the home, he/she won't buy)
- 3. High real estate prices in a competitive market make people more critical.** (There's so much more to love in an expertly staged house that will please a buyer's critical eye)
- 4. Time pressures on two income families drive demand for homes in "move in condition".** (Completely understandable)
- 5. The huge audience for decorating shows and magazines is increasing the average person's sensitivity to how things look.** (With home staging we try to come as close to the "ideal" as possible, whatever the home's price point)

Design that sells ...

What we as homeowners do to sell our property has changed in a significant way. Today's homebuyers are much more demanding about what they want and expect to see in the market. Luckily, we have some very creative options like Home Staging, to help us in today's real estate market. Home Staging is the art of presenting your property in the best possible way so that it **sells quickly and for the highest price.***

When your realtor puts the **FOR SALE** sign at the curb, your house is no longer your home but a product that must sell.

This change can put a tremendous amount of pressure on you and your family. If you've already moved into your new home, you may even have the added stress of carrying two mortgages. Mo Ellis at **Staging Potential®**, has the expertise to help you out in just this situation.

Your realtor will advise you on the ingredients of the sale, the location, conditions, price, terms available and the state of the market, but using a professional "Home Stager" will show your property to the best advantage.

Traditionally, we use the words, "location, location, location" to describe a sound pricing strategy for a home sale. In 2006, location is still very important and does affect the price, but Home Staging affects the selling price in *any* location. Staging your home gives it an edge so it can sell more quickly and for more money, even when the location is not the best.

And staged property will always show better than comparable homes that haven't been staged. In other words, staging a home works no matter where the location, what the market is doing or where interest rates are going.

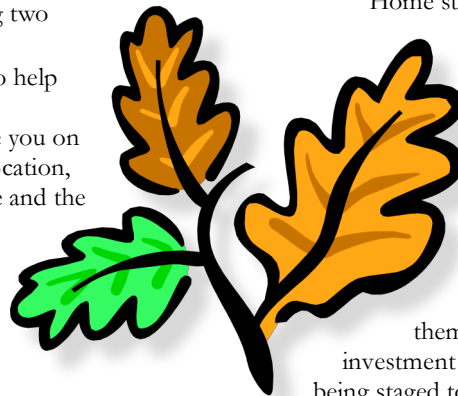
Staging your property immediately creates a comfort zone for the buyer. In this planned, stress-free environment, the buyer feels comfortable and ready to move in!

Without the benefit of home staging, your property may sit without offers or sell for

thousands of dollars less than it could have. Real estate industry estimates show an average return to the seller on the cost of staging a home for sale at 169%. In other words for every \$1.00 you spend on home staging you get \$1.69 back. A very nice return!

Everyone benefits from staging a home. Homeowners sell quickly and get the most money. Buyers can see what they're buying and easily move in. The mortgage company finds it easier to lend on a good-looking house that's been staged and the house is easily appraised, often at a higher value than surrounding properties. The escrow company has fewer problems closing the sale and with a staged home as a comparable, the whole neighborhood benefits from the increased property value that is established. All of this activity in our local real estate market affects and supports our local economy.

Home staging is a very smart marketing tool for today's home seller. By setting the best scene, the buyer sees the features of the house in the best light possible. A spotless, uncluttered, staged home helps the buyer move in mentally and no one buys a home unless they can see themselves living there. Even investment and commercial property are being staged today so that potential owners and tenants see the space at it's best.



***In a 2004 survey of Realtors®, almost two-thirds estimated that a staged home kept in show-to-sell condition sells for a price that is between 10% and 20% higher.**

If you would like to find out more about staging your property, please contact Mo Ellis at **Staging Potential®**. She will be happy to discuss how you can maximize the potential of your property as you get it ready for sale. You can phone Mo at 641 209-2175 or email her at info@stagingpotential.com