



Top Ten Reasons You Should Professionally Stage Your Home...

- 1. You will make more money.**
U.S. Housing and Urban Development reports that a staged home will sell, on average, 17% higher than an un-staged home.
- 2. Your house will sell faster, which equals less headaches and hassles.**
The New York *Village Voice* reported that the average number of days an un-staged home is on the market is 30.9 versus 13.9 for a staged home.
- 3. The cost of staging doesn't cost a dime.**
In a 2007 Home Gain Survey of over 2000 realtors, it was discovered that sellers who spent typically \$500 on staging services for their home recovered over 343% of the cost in the sale of their home.
- 4. Most home sellers cannot view their house objectively.**
If you can't see objectively, you can't package effectively. Have a staging professional get your home into its most advantageous condition for showing.
- 5. You'll have less guesswork and "Do It Yourself" work.**
A professional home stager can manage your projects from start to finish. Or, they can give you a detailed enough report based on their extensive knowledge and training to have you "do it yourself".
- 6. Only 10% of home buyers can visualize the potential of a home.**
This is why staging a home is critical! You don't want the advantages of your home overlooked and left up to the buyer's imagination.
- 7. The longer your home is on the market, the lower the price will be. So stage first!**
According to a National Association of Realtors survey, homes that sold *after four weeks* on the market sold for 6% less than ones within the *first four weeks*! Don't be in a position where you have to lower your price. Have your house staged first!
- 8. The money you make may be tax-free. The money you spend is tax deductible.**
Take advantage of a possible tax-free capital gain by getting every dollar possible!
- 9. Leaving your house in "as is" condition will help sell the competition.**
Right now the number of homes for sale on the market is at a record high. Competition is stiff and buyers have very high expectations. Successful agents know that the key to selling competing is professional staging.
- 10. You can relax.**
You will have the satisfaction of knowing you have done absolutely everything possible to affect a quick sale of your most valuable commodity and for top dollar!