

Stage Small for Top Dollar Offers!

*Sell Your Property in 72 Hours,
CAUSE A FEEDING FRENZY Among Buyers,
& Get Above Asking Price!*



Why Hire a Stager?

THE NUMBERS SPEAK FOR THEMSELVES!

50%

In a recent survey of over 3,500 homes staged, over 50% sold for 10% MORE than the unstaged home.

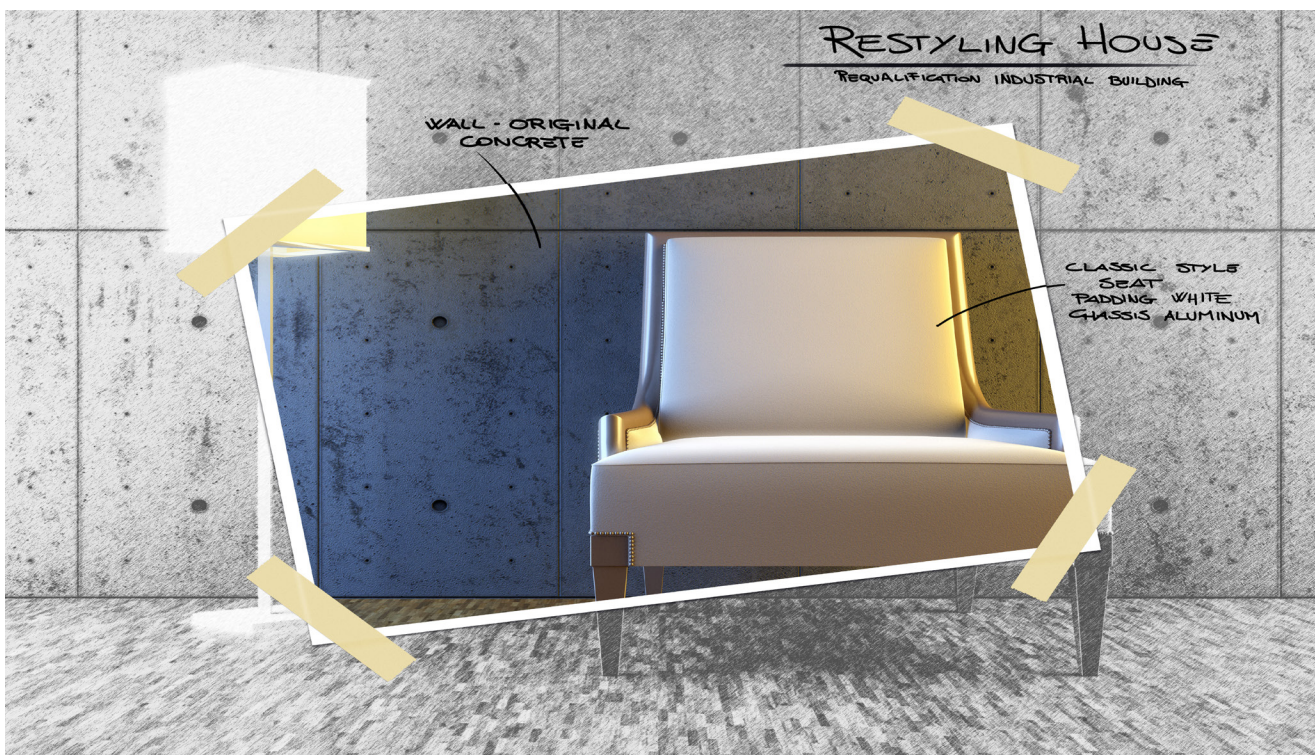
When the seller spent an average 1% of the value of the home on staging, they saw on average a 1000% return on investment!

1,000%

2

72%

In a Real Estate Staging Association Survey, staged homes spent 72% less time on the market.





96%

According to real estate agents surveyed for the National Association of Realtors (NAR) 2015 Profile of Home Staging, 96 percent of respondents said staging has an effect on a buyer's view of the home.

According to NAR, over 95% of buyers are online FIRST looking at photos before they call the agent.

95%

1/3

According to the NAR, almost a third of buyers will "overlook property faults (small yard, busy street, small kitchen) when a home is staged."

Why Hire a Stager?



Simply put, staging is marketing. It is a necessary tool that is designed to show your property in its best possible light and sell it as quickly as possible.

According to the Real Estate Staging Association, professionally listed and staged properties look better; spend 73 percent less time on the market; typically sell for more money; end up on buyers' "must see" lists; are viewed as "well-maintained;" and have fewer concessions requested of the seller.

Buyers decide whether they like the home or not in the first few minutes after entering. This is exactly what we have experienced. Our staged properties sell faster and often for more than asking price.

This is what we can do for you! We can help you Stage Small so you can Profit Big on your sale! You'll experience less time on the market and put more money in your pocket with our time-tested staging techniques.

EACH MINUTE COUNTS



We Make Your First Impression Count

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It's important to understand that everything depends on the first impression and it's never too soon to make that impression. The moment your property goes on the market, the clock starts ticking.

When a property goes "live" it receives a lot of interest from real estate agents and the buying public. It's at the top of the list and on the first page of many sites. That's the time to put the best foot forward.

Once that first wave of interest passes, time quickly becomes an enemy for a seller, and time is money. The longer a property sits on the market, the less money you will make so **EVERY SINGLE MINUTE COUNTS!**

Our staging will make sure you quickly realize the full potential of the sale of your property!



**"I'VE LEARNED
THAT PEOPLE**

**WILL FORGET WHAT YOU SAID,
PEOPLE WILL FORGET WHAT
YOU DID, BUT PEOPLE WILL
NEVER FORGET HOW YOU MADE
THEM FEEL."**

- MAYA ANGELOU

Example #1

Small Staging Offers Huge Rewards!

DECATUR AVE

Asking Price: \$179,900

Sold at: \$185,550

Under Contract BEFORE We Even Listed It!

KITCHEN DECOR

Because we are minimalist in our approach to staging your home and we don't work with a lot of furniture, we use color to convey the intended mood and to impart a lasting impression to your potential buyers.

Although white and more neutral colors are clean, we find that they leave an indifferent feeling. The last emotion we want your potential buyer to feel is indifferent or detached from the experience of your home!

Therefore we don't settle for the mundane over memorable, especially in the kitchen!

Kitchens are the most important room to stage in the house because to most people, the kitchen is the heart of the home. It's where people spend their time and often where people gravitate



to during get togethers and parties. That being the case, we make sure your kitchen has a serious wow-factor!

We use bright and patterned towels to add a splash of color and texture to your kitchen. We place bright fruit in colorful ceramic bowls on your countertops, while also strategically placing kitchen utensils and cutting boards to create a clean but lived in motif. We expertly consider your space and place decorative canisters, herbs, pretty cookbooks, etc., (items you would typically find in a kitchen) for nice decor.

We also use large, vibrant rugs to show not only the width and space, but also where a potential buyer could put an island or dining table.

Through small staging modifications, we suggest to your potential buyer larger possibilities!



Example #2

Small Staging Offers Huge Rewards!



HOFFMAN AVE

Asking price: \$199,900

Sold at: \$206,000

Under Contract in 5 Days!

BEDROOM DECOR

When buyers tour the bedrooms of a home, especially the master bedroom, the atmosphere should be relaxing and tranquil. A bedroom should feel like a retreat that buyers can imagine unwinding in after a long day, and then feeling refreshed in when they wake the next morning.



Our goal is to evoke those emotions within your potential buyers with as little staging props as necessary.

It may seem counter intuitive to stage a bedroom without an actual bed in it. However, we can say, unequivocally, it has never hurt the sale of one of our homes.

Instead of using bulky furniture, we simply suggest the possibility of furniture through the positioning of pillows, baskets with blankets arranged in them, rugs on the floor, and art on the wall.

If it's a three bedroom house, we often style the two smaller bedrooms as kids' rooms—one boy and one girl room. We have pillows, stuffed toys, blankets, and art for each gender. If you have more than three



bedrooms, we artfully create a nursery-themed room, a teen-themed room, or a home office.

Most buyers will simply peer into the room from the door and take note of the emotional temperature of the room rather than inspect every nook and cranny. Meaning, all we really need to do is create a warm and welcoming atmosphere.

When we stage the bedrooms in your home, we don't make up the story for your potential buyer. Rather, we simply introduce an idea or theme and then let their imaginations do the rest!

CONTACT US:

Example #3

31ST AVE



Asking price: \$219,900

Sold at: \$225,000

Under Contract in 3 Days

BATHROOM DECOR

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Although bathrooms are the smallest rooms in the house, they are essential to stage. Bathrooms may not be the center of the home, but buyers do factor every space into their decision and bathrooms are no exception.

When we stage a bathroom, we try to create a spa-like experience. We use colorful and fluffy towels draped over tubs or rolled up in baskets.



We place flowers and plants on countertops or the back of toilets to make the space come alive.

These artful additions can make a dramatic impact, adding instant color and texture to a normally harsh and cold room.

Depending on the size and scope of your bathrooms, and the kind of home you are selling we can artfully display groupings of:

- Bamboo or wooden trays
- Candles in various sizes
- Green or flowering plants
- Scented soaps
- Glass containers filled with cotton balls or Q-tips
- Sea shells
- Creams, lotions, or bath salts with unusual or antique packaging



We also have a wide-variety of shower curtains, which offer a bright and vibrant touch to any bathroom. We make sure the towels and mats accent the curtain and tie the room together.

Our goal is to allow your space to speak for itself and let our simplicity and clean staging techniques accent your bathrooms.

A PICTURE IS WORTH 1,000 Words

An area that most people overlook is the importance of a professional real estate photographer.

Many falsely assume that pictures of the property for sale can be taken by just anyone. You may think you can whip out your cell phone and snap a few pictures. Or the real estate agent or a family member will "help out" to help save you money instead of investing in a professional photographer.

This is a false economy!

Good Professional photography will draw more people to view the property, which will get your property sold more quickly. A quicker sale means less days on market and therefore reduced holding costs.

With a professional photo session, we can help you present your property in the best light, at the best angle, and in the most attractive setting possible.

That way we maximize your first impression and get your property SOLD!



Full Property Exposure

Just because we have staged the property and had a professional photographer work his/her magic, doesn't mean we're officially done helping you market and sell your property.

In fact, through our practiced and time-tested marketing techniques, we can give your property all of the exposure necessary to make sure it's highly visible to both buyers and their agents the moment it goes live.

Home buyers today jump from listing to listing online in a matter of minutes, which means you have only milli-seconds to grab their attention long enough to make sure they're calling you or the their agent to book an appointment to see your property in person.

We do this by giving you and/or your agent professionally written listing copy to place on the MLS. Not only that, we can also create dynamic Virtual Tour Videos to showcase your home and professionally designed and copywritten flyers to place in and outside your property.

We can help you maximize every element of a listing to give you and your property a competitive edge in today's real estate market!

1008 W Main St | Any Town, Your State 12345
Beds, 3 Baths MLS #: 201726886

Craftsman Beauty, Updated & Move-In Ready! 6 bed/3 bath Cliff Park family home completely remodeled but retains Craftsman charm. NEW kitchen with granite counters, soft-close cabinets, SS appliances, NEW baths, NEW giant cedar deck, NEW paint, NEW carpet, NEW windows, NEW garage & NEW landscaping. Ideal for a family, plenty of rooms and storage. Utilities on first floor. Cozy elect fireplace & lovely front porch, ideal for a swing. Will not last. Make an offer ASAP!

Your Name
555-555-1234
name@youremail.com

\$399,900



- Forced Air
- Fireplace
- Hardwood Floors
- Basement - Finished
- Bathroom on Main Floor
- Utilities on Main Floor
- Garage - Detached
- Balcony Deck
- Bonus Room
- Office/Den
- Partially Fenced
- New Kitchens
- New Bathrooms
- Granite Countertops
- SS Appliances
- New Bathroom
- New Deck
- New Garage



Your Name
555-555-1234
name@youremail.com

VIEW THE TOUR



What We Can Offer

DEPENDING ON YOUR NEEDS....

SELL FAST & FOR MORE!

We provide customized staging solutions tailored to your home and your specific needs. Staging options include design and decorating by staging professionals. Remember, professionally staged properties typically sell for 6-10% more and in 50% less time. That translates into an increase of \$18,000 to \$30,000 on a \$300,000 property!

You can't afford to not stage your home and we're helping you do it on a budget!



SERVICES WE CAN PROVIDE:

- Consultation
- Deep Cleaning
- Staging Tips & Techniques
- Staging Plan
- Staging Materials and Hand's On Staging
- Professional Photography of Your Property
- Professional Virtual Tour of Your Property
- Professionally designed and copywritten fliers of your property
- Destaging After the Property Sells

CONTACT



Staging Small to Profit Big!

