

Organized by Design

Transforming Houses into Homes



FAQ Sheet

Frequently asked Questions about Home Staging provided by RESA®

1. What is Real Estate Staging or Home Staging?

Real estate staging, also known as home staging, is the act of preparing and showcasing residential or commercial property for sale.

Staging is not just about moving around furniture.

Many things take place when getting ready to sell. It is a systematic and coordinated approach in which the knowledge of real estate, home renovations and creative design principles are applied to attract a buyer.

2. What is involved in preparing a home for sale?

Preparing a property involves all or part of cleaning, de-cluttering, updating and repairing. While showcasing is the process of arranging furniture, accessories, art and light.

Whether a property is owner-occupied, in estate condition or vacant, staging is recommended before listing a property, but it can be equally effective after a property has been on the market for an extended period unsold.

3. Why Staging?

Fact: Real property is the consumers' number one asset and it is a **“product.”**

When it comes to selling their number one asset most people do not view their property as a product.

It is important for the consumer to understand the importance of preparing that product for sale so it has the best chance of getting sold in a timely manner and for top dollar.

Fact: Property must be **merchandized and marketed** just like any other product, i.e. cars, boats, beauty products, food products. All products have features or selling points. All products have competition. Homes are no different

4. What does Staging entail?

Preparing a Property: Repairs – Cleanliness – Curb Appeal – Aesthetics

Showcasing: Increasing Visual Real Estate with furniture placement, art, light and accessories

5. Is Staging expensive?

No. Staging doesn't have to be expensive. Stagers can work with budgets to get the maximum effect dollar for dollar. Staging is an investment that retains and sometimes increases the client's equity in the home.

When a home is properly prepared, buyers don't ask for concessions. **Staging is Marketing and Merchandising a property.**

6. Does Staging really make a difference?

The Real Estate Staging Association's Annual Report on Staging Released in February 2010 Proves it Does. To View this Report or Download in PDF go to www.Organized-by-Design.biz or www.realestatestagingassociation.com

