

Organized by Design

Transforming Houses into Homes

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



- 1. You Will Make More Money**
According to the National Association of Realtors (NAR), the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent!
- 2. Your House Will Sell Faster which = More Money and Less Headache and Stress**
A National Association of Realtors survey found that the longer a home stays on the market, the further below list price it drops. Homes that sold in the first 4 weeks averaged 1% more than the list price; 4 to 12 weeks averaged 5% less; 13 to 24 weeks averaged 6.4% less; than list price; and 24 weeks averaged more than 10% less than list price.
- 3. The Cost of Staging Doesn't Cost A Dime**
In a 2007 Home Gain Survey of over 2000 Realtors, it was discovered that home staging typically provides a 343% return on investment!
- 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. Your online photos will stand-out amongst the competition**
According to a NAR profile of buyers, over 84% searched for homes online first before deciding to visit. Your photos of beautifully staged rooms will stand out among the competition!
- 6. Only 10% of Homebuyers Can Visualize the Potential of a Home**
That's 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 4 weeks on the market sold for 6% less than ones within the first 4 weeks! Don't be in a position where you have to lower your price...have your house staged.
- 8. The Money You Make May Be TAX FREE!**
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!