



Top 10 Reasons To Professionally Stage Your Home



You Will Make More Money

According to a 2014 Zillow Survey of Real Estate Agents, hiring a professional home stager is the second BEST investment a home seller can make in the process of selling their home.

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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. The cost of Staging is far less than your first price reduction!

The Cost of Staging Doesn't Cost A Dime

In a Home Gain Survey of over 2000 Realtors, it was discovered that home staging typically provides a 399% return on investment!

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.

Your online photos will stand-out amongst the competition

According to a NAR profile of buyers, over 95% of buyers are searching for homes online first before deciding to visit. Give buyers a reason to drive to your home by having multiple photos of beautifully staged rooms that will stand out among the competition!

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.

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 those selling within the first 4 weeks! Don't be in a position where you have to lower your price...have your house staged first!

Staging Fees May Be Tax Deductible

Staging costs may be deducted from your sales gain as "advertising" costs. (*States may vary, so please consult your accountant)

Leaving Your House in "AS IS" Condition Will Only Help Sell the Competition

Competition is stiff and buyers have very high expectations, as well as choices. The key to selling competitively is to stage professionally because it creates compelling online presentations, drives buyer traffic to the home, and turns prospects into buyers.

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!

Source: Home Staging Resource, LLC