



TOP 10 REASONS TO PROFESSIONALLY STAGE YOUR HOME

You Will Make More Money

U.S. Housing and Urban Development reports that a staged home will sell, on average, for 17% **more** than an *un-staged* home.

Your House Will Sell Faster which = Less Headaches and Hassle

The New York Village Voice reported that the average number of days a staged home is on the market is 13.9 versus 30.9 days for an *un-staged* home.

The Cost of Staging Doesn't Cost A Dime

In a 2009 Home Gain Survey of over 2000 Realtors, sellers recouped an average 586% of the cost to stage from the increased resale value of their home.

Most Home Sellers Cannot View Their House Objectively

If you can't see objectively, you can't "package" effectively. A staging professional can see your home with "buyers" eyes.

Less Guesswork and "Do It Yourself"

A professional home stager can manage your projects from start to finish. Or, they can give you a detailed report based on their extensive knowledge and training to have you "finish it yourself".

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 for Sale, 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

Your staging costs may be deducted from your sales gain as "advertising" costs.

Leaving Your House in "AS IS" Condition Sells the Competition

Right now the number of homes for sale on the market is at a record high. Buyers have very high expectations. The key to selling competitively is to stage professionally.

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!