

HIRE IT OUT



HOME STAGER

Ever wonder what makes one home sit on the market for months with nary a nibble while another gets snapped up in days? In this cooling real estate climate, house hunters can afford to be choosy, and 70 percent of them will pick out the top five properties they want to tour from online photos. How can you ensure that your pad is on the list? Hire a home stager, a decor pro who will scrutinize your space from a buyer's perspective and bring out its strengths so it can make a great impression. "Your house should be dressed to sell—inside and out—with landscaping, paint, fur-

nishings, and art that will appeal to the broadest number of potential buyers," says Donna Freeman of HGTV's *Secrets That Sell*, which she cohosts with her daughter, Shannon. Unlike decorators who imprint a unique style on your place, stagers depersonalize the area. "Buyers want to envision themselves there, and they can't if your fridge art and kids' toys are in the way," says Shannon. One in five properties is staged, and for good reason. Staged homes typically fetch 7 percent more than comparable unstaged properties and sell twice as fast. Is hiring a stager right for you? Read on to find out.



COZY AND QUAIN

The pros at Park Ridge, Illinois-based Real Estaging gave this empty room a lived-in look by adding a pair of sofas, artwork above the fireplace, and a patterned rug, along with books and collectibles.

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*When Staging
Don't Forget Your Beautiful Backyard!*



Staging:

To make a home look its best and command the highest selling price, it must be easy for prospective buyers to picture themselves living there

Make Any Room Look Bigger

Simple staging tips can make any space appear larger and brighter.

First, clear away all clutter- on tables, walls, and on the floor.

Clean your home from top to bottom right down to the light plates. Make sure all light bulbs are working.

Make sure window coverings are sheer or pulled back to bring in more light

Remove tables or chairs that are too big for the room.

To draw attention away from a small size, create a focal point at the furthest point in the room with a lamp or piece of art.

**“Your Home is a product you’re Marketing,
So you need to make sure yours stands out”**

Staging Statistics

Difference in Sale Price of Staged versus Non-Staged Homes



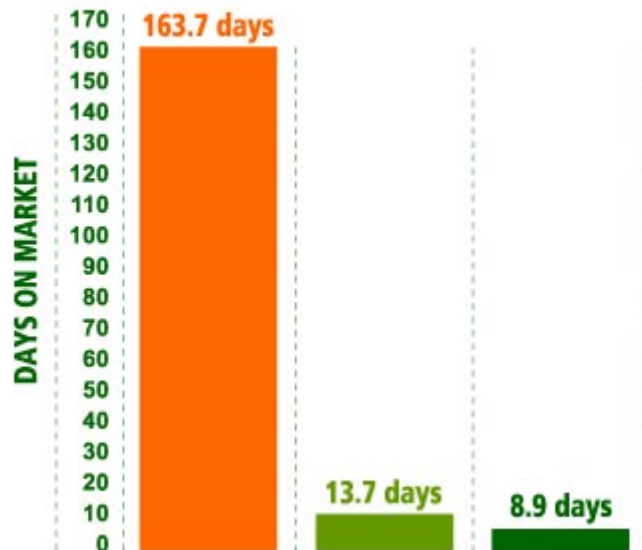
Difference in Time On Market of Staged versus Non-Staged Homes



Days on Market

This chart compares the average number of days on market between houses not Staged and listed, houses listed, Staged and sold, and houses Staged first, then listed and sold.

Staging Helps Sell Homes Faster



- Days on Market Before Staging – Houses listed and did not sell
- Days on Market After Staging – Houses Listed which did not sell, then Staged & Sold
- Days on Market After Staging – Houses Staged First, then Listed and Sold

2004-2006 StagedHomes.com study of 300 houses Staged by ASP™ Stagers.
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Staging Statistics

"Your Investment in Home Staging will always be less than your first Price Reduction"

- Barb Schwarz, The Creator of Home Staging

Return on Staging Investment

This chart shows the average return of your Home Staging investment versus condition-based improvements.

	IMPROVEMENT	TYPICAL COST	INCREASE IN SALES PRICE	AVERAGE RETURN	AGENTS WHO RECOMMEND
HOME STAGING	Lighten and brighten	\$86-110	\$768-935	769%	84%
	Clean & de-clutter	\$305-339	\$2,093-2,378	594%	91%
	Landscape & trim	\$432-506	\$1,594-1,839	266%	72%
	Staging Furniture	\$212-1,089	\$2,275-2,841	169%	76%
	Total	\$1,035-2,044	\$6,730-7,993	478%	81%
HOME REPAIR	Fix plumbing, electrical	\$338-381	\$922-1,208	196%	63%
	Kitchen/bath upgrades	\$1,546-2,120	\$3,823-4,885	138%	83%
	Repair flooring	\$1,531-1,714	\$2,267-2,589	50%	62%
	Paint exterior walls	\$2,188-2,381	\$2,907-3,233	34%	57%
	Replace carpeting	\$2,602-2,765	\$3,585-3,900	39%	65%

Based on 2003 HomeGain Survey of 2,000 real estate agents nationwide found that moderately priced home improvements, ranging from \$80-2,800, made in preparation for sale actually yield the highest returns when a house is sold.



Links for Staging your Home

One in Four Homes are Staged to Sell

http://seattletimes.nwsourc.com/html/realestate/2003852079_staging26.html?syndication=rss

Is it Necessary to Stage your Home?

<http://www.doityourself.com/stry/stageahome>

Interior Design Psychology

<http://ezinearticles.com/?Interior-Design-Secrets-for-Selling-Houses&id=4299>

<http://ezinearticles.com/?Using-Color-Psychology-to-Sell-Your-Home&id=4263>

Staging your Home

http://www.mortgagenewsdaily.com/5312005_Real_Estate_Staging.asp

Professional Staging

<http://www.stagedhomes.com/>

*This List does not represent an endorsement or recommendation.
(It has been compiled for your convenience only)*