

HOME SELLERS DESERVE A PARTNER

A home is more than something we own. It becomes part of who we are. Many of us spend countless hours painting, repairing, remodeling and re-designing our homes. It reflects our personality and showcases our treasured memories. For most, our home is all we have regarding equity and we spend every extra penny and a lot of sweat keeping her maintained and working smoothly.

When a change in our lives causes us to sell our beloved home, whether it be a new job location, upgrading, or financial hardship, it becomes difficult to step back from our attachment and hand her over to a stranger to sell her to the highest bidder. But that is the reality when we choose to sell our home, it becomes a product.

Like any product it must be polished to shine and priced right to attract potential buyers. Let's look at an example such as buying a car:

When you shop for a car you have specific requirements in mind before you even set foot at the dealer's lot. It must have 4 doors, a specific color, am/fm stereo, leather interior, sun roof, etc... You consider a brand new car but you're trying to save money and decide to look at used. If you research on-line you look for a car that appeals to you, "makes you smile and say yes, this could be it". It's the same when buying a home. It must first "appeal to you" and with so many houses on the market, buyers can pick and choose. If they don't like your home's appeal all they have to do is look at the other 50 - 80 homes listed for sale.

So how do you create an appealing, outshine the competition product? First, and foremost, you need to stop thinking of your house as your home and start looking at it as a product that needs to be polished so you can sell it for the return your hard work and investment deserve.

In order to do that you need to find a partner, a company that knows what it takes to create a more appealing product and how to help you market it properly, increasing your home's demand and driving buyer traffic to your door. That's where a Home Stager comes in. We know the importance of showcasing the wonderful qualities of your home and are trained in today's design techniques to appeal to the largest potential buyer market. A Professional Home Stager understands the emotional attachment you have to your home and the difficult decision that comes with selling it. We're here to provide solutions to help you through a very stressful time and hopefully alleviate some of the pressures. Working with you as your partner is our first priority. It's not about criticizing how you live, it's about understanding your needs while educating you on the key steps to improving your home's first impression.

When it comes time to sell your home get the most out of your investment and call a Certified Professional Home Stager.