

REVEALING THE TRUTH ABOUT HOME STAGING

I've heard so many different comments regarding home staging, what it is and the service it provides that I decided to pull off the cover and reveal the truth about several misconceptions on home staging.

1. I don't need to stage my home if it is priced right.

Your homes selling price is a crucial part of the marketing process that must be discussed with your Realtor. They are the professionals when it comes to knowing your area and what is currently on the market. However, one of the most important steps to creating a great product is Home Staging. Don't forget that once your home is up for sale it becomes a very expensive product that must be packaged and marketed correctly in order to sell at that great price.

2. Why should I pay someone to tell me my house is dirty and that I have bad taste?

Home Staging consultations are not about criticism or judging your living style. It's an opportunity to discuss marketing techniques that will increase the demand for your property. By reviewing your home with you, showing you how to become objective regarding each room, and providing successful design guidance, we help you view your home as a potential buyer would.

3. My Realtor never said I should stage my home.

Your Realtor has an awful lot on his/her mind regarding the marketing process of selling your home. Unless they have a Home Stager as part of their support team they probably don't even think about it. Remember, it's your home, take charge and utilize every possible source to ensure you get top dollar.

4. Home Staging is too expensive, I can't afford it.

How do you know Home Staging is too expensive for you to consider? Have you called a Home Stager in your area? Did you ask what the price is? The cost for a Home Stager seems to be a secret no one is willing to share unless you call them. Personally I don't know what all the hush-hush is about. Yes, each home is unique and it is necessary for a Home Stager to evaluate your property, but revealing a Consultation price and an average cost for staging based on square feet is relatively simple. Depending on the area you live in the cost for a Consultation ranges from \$150.00 - \$250.00. As with any service, call around for different prices and ask what is included? Home Stagers are very nice people and their main goal is service.

The fact is Home Staging works. Be open to the idea of Home Staging and you'll cash in on the benefits it provides.