

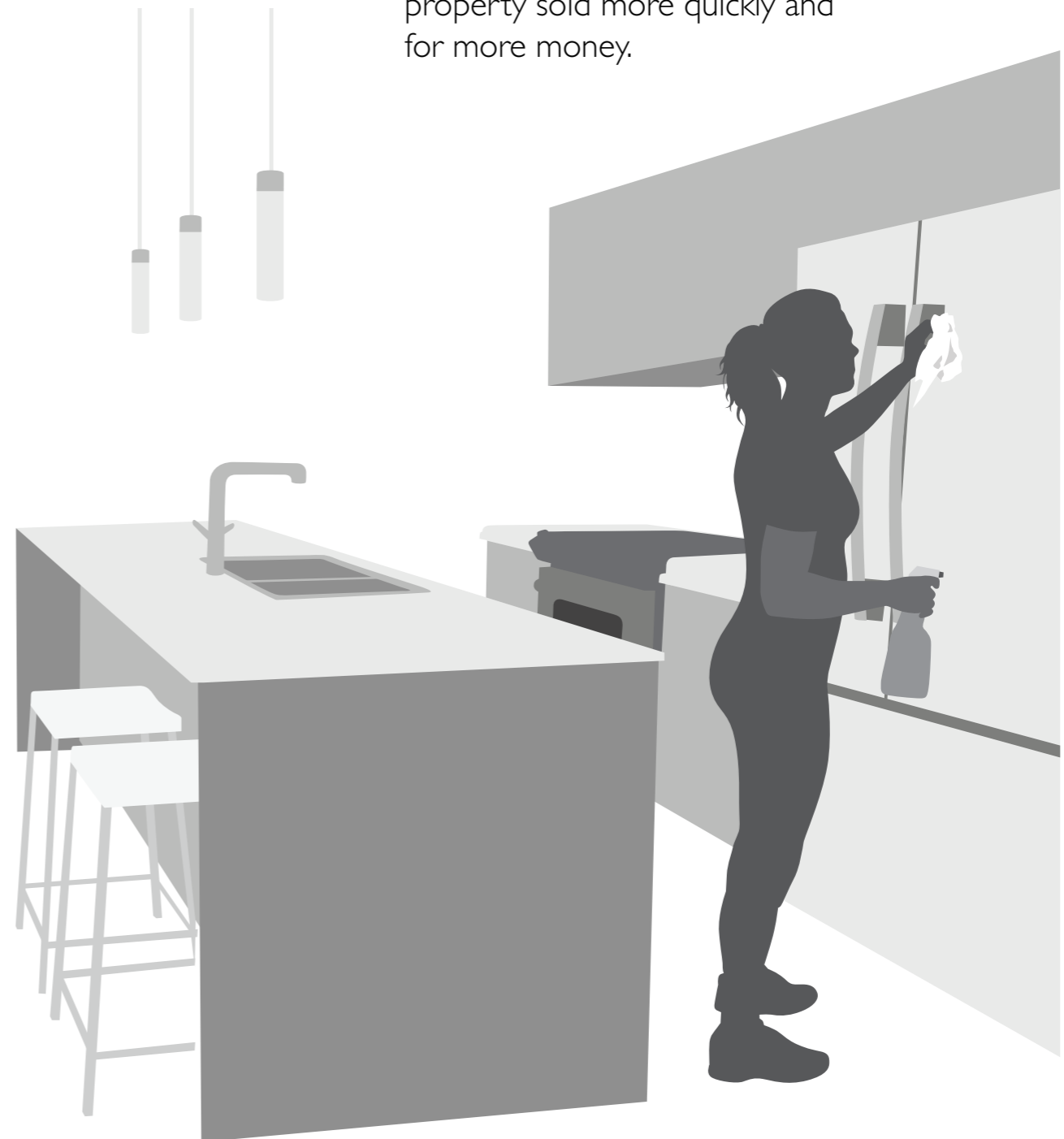
Interior Appeal

When your house is decluttered and unpersonalized, a buyer can envision themselves there. Put yourself in their shoes—would you want to buy a used car that is covered with crumbs, dog hair, and sticky goo from an old spilled soda? Would you buy a home in similar condition? Of course not.

The answer is **staging**—cleaning up and presenting the property at its best. Nearly one-third of all sellers stage their property to position it well. Another benefit of staging is how much better your marketing photos will look. 9 out of 10 buyers look for homes online, and photos that showcase your property in the best possible way keeps buyers coming through your door.

What this means for you ...

Staging is a quick and inexpensive technique for getting your property sold more quickly and for more money.



Staging Is Effective

Compared to nonstaged houses, on average staged houses ...

1 Had more showings scheduled



2 Spent less time on the market



3 Sold for a higher price



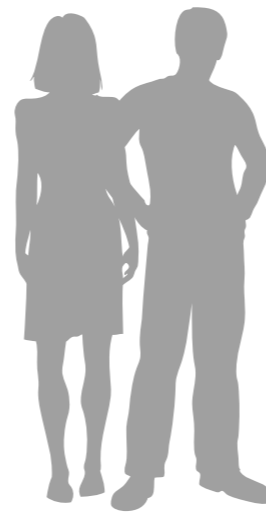
Who Does the Staging?



45%
Listing
Agent



37%
Professional
Stager



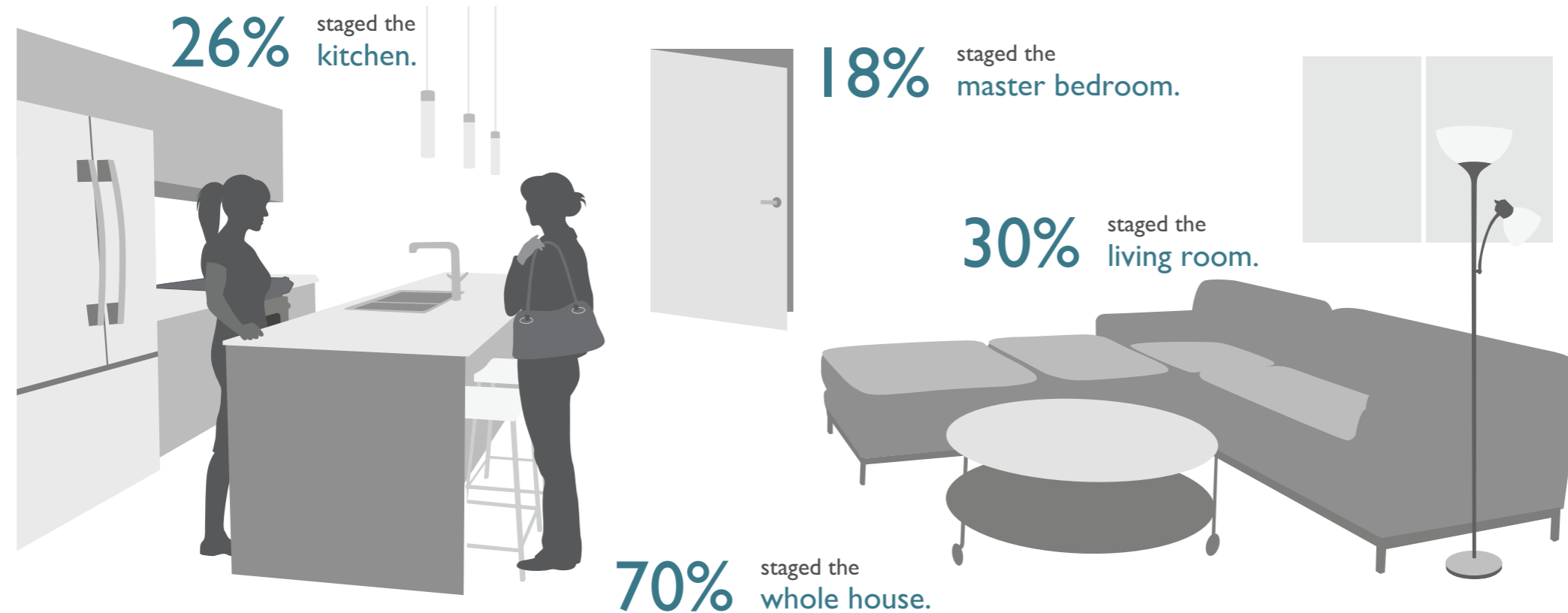
25%
Seller

What this means for you ...

Your house may not need much cleaning or decluttering, and it doesn't hurt to get advice from an unbiased party. Carefully consider who you choose to make staging recommendations. A professional stager, paid for by you, may be a wise investment. Seek advice from a real estate professional like me. Also, visit other houses for sale in your area and seek to make your house stand out from the crowd!

Rooms to Stage

Use staging to highlight the most lived-in rooms of the house. The living room, kitchen, and master bedroom are where buyers will spend most of their time, so make those impressions count.



Cost of Staging

Staging need not be hard, time consuming, or costly. While the average cost of staging is \$644, **50% of those who staged spent \$300 or less.** At a minimum, staging may consist of boxes for all the extra “stuff” and rearranging what you already own.



What this means for you ...

Spend your dollars wisely when it comes to improving your home's interior to appeal to buyers. Stage the most popular rooms first and keep costs down by doing simple rearranging, cleaning, and decluttering. If you haven't touched it in 30 days, pack it up and remove it.