

Why staging your home, helps sell your home.

Studies show that staged homes sell fast and for top dollar. Staging helps create an emotional attachment for buyers. So much so that they can fall in love with your home, as their own home.

Today's home buyers have the luxury of touring an entire community of homes from the comfort of their living room, making looking for the 'dream-home' a relatively simple task. As a seller, it's critical that your home stands out and makes a great first impression online.

Here are **5 reasons** to consider staging before you sell.

1 Appeal to Buyer's Emotion

83% of interested buyers say it's easier to visualize a staged property as their future home. 38% of people are more willing to walk through a staged home they've seen online while 23% of buyers will overlook other property faults.

2 Faster Sale

25% of homes greatly decreased their time on market once the home was staged. Helping potential buyers to visualize a better living space and functionality in the home will sell a home quicker.

3 More Money

39% of staged homes increased in dollar value between 1% to 10%. That's the difference between a \$500,000 home selling for \$5,000 to \$50,000 more.

4 Even a Little Makes a Big Difference

You don't need to stage your entire home! What 4 areas do buyers believe are the most important places in a home to be staged? The Living Room, Masters Bedroom, Kitchen, and Dining Room. Let's start here and work our way through your home.

5 Make it Easy for Buyers

35% of buyers think that the home-buying process is going to be difficult, so why not help them out? Staging makes your home easy to live in and easy for potential buyers to visualize it as their home.

Preparing your home for sale is the most important part about getting it sold for the price you want.

For a complimentary staging consult, let's connect virtually or in person.

Disclaimer: This document is not intended to solicit properties already listed for sale with another broker.