

Use a Professional Stager

SELL a House

Stage it!

List it!

Sell it!

Educating Clients

Knowing how difficult it is to educate your clients on the significance of merchandising their property as a viable product, it is helpful to use the analogy of product packaging. Similar to the items on the shelves of your local store, each product has features and benefits, pluses and minuses, as well as **competition**. To compete in the marketplace, a product must be priced correctly and packaged better than competing products. Houses are no different. As one of many properties for sale, your house must be packaged and presented to prospective buyers to highlight all the benefits - space, traffic flow, curb appeal and overall ambience.

Benefits of professionally staging your listings

- Professionally staged listings present better than competing houses for sale, including new homes and higher priced homes.
- Staged properties accelerate the list to sold time in slow markets.
- Staged properties can increase offers and selling prices in hot markets.
- Buyers view staged listings as "well-maintained".
- Buyers' agents recognize that professionally staged listings are "move-in" ready and are inclined to show your listing.
- Photos of professionally staged listings appear better in print and web media.
- Professionally staged listings "stand-out" in prospective buyers minds.

Working with a professional stager

- Cultivate and maintain a cohesive relationship with a professional stager to foster teamwork and client satisfaction.
- Professional stagers will meet your deadlines and expectations while communicating with your client in a proficient manner.
- Include staging information in your listing presentations to demonstrate your creative marketing ideas.
- The investment in staging is a proactive marketing strategy that is typically less than the average price reduction.
- Verify a stagers' references, view their Portfolio and understand their contract.

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Advancing Professionalism and Excellence in Real Estate Staging

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