

## Moving in the right direction

### What is staging? How does it help? Choosing a professional stager.

#### What is staging?

**home staging (hom stag'jng) n.** 1. The process of preparing your property for sale by setting the scene throughout the house to create immediate buyer interest in your property.  
2. Proven way to increase the chances of your property selling in a timely manner.

#### How does it help?

When you get ready to place a home on the market it becomes a product. 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.

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

#### Choosing a professional stager

- Interview your professional stager. Verify their references, view their portfolio and understand their contract.
- Make sure your professional stager will meet your deadlines and expectations.
- Get it in writing! Make sure your project is outlined with fees, timelines, expectations, cancellation policies etc.
- Although staging is not a regulated industry. Some stagers may have designations; these designations represent the training they have completed regarding staging.

Your staging experience should be a positive one. Professional stagers are trained to see what you can't see. Remember that staging is not about YOU or your personal taste. It is simply about merchandising your property to appeal to more buyers, increasing the chances of selling in a timely manner.

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Advancing Professionalism and Excellence in Real Estate Staging