



# Real Estate Staging

## The Benefits of Staging Your Home Sale

### What is home staging?

Real estate staging is the act of preparing and showcasing a home for sale so that it is optimally presented for the market. It is a systematic and coordinated methodology in which knowledge of real estate marketing, home renovation and interior design principles are applied to attract and emotionally hook the buyer. Staging is performed by a design professional, overseen by the real estate agent. In rare cases, the homeowner will handle the process directly.

Preparing and staging a property for sale involves all or some of the following: deep-cleaning, power washing exterior, window cleaning inside and out, decluttering, refinishing hardwood floors, repairing “handyman” items, painting interior and/or exterior, steam cleaning or replacing carpets, gardening/landscaping, updating lighting and kitchen/bath (not usually a full remodel; more of a refresh), and arranging furniture, accessories, art and light for optimal photography, video and in-person walkthroughs.

Whether the property is occupied or vacant, staging is almost always recommended before listing a property in order to maximize sales price and minimize time on the market. In SF, over 90% of listings are staged. Our goal is to have your property be “best in show” for its type, price point and neighborhood.

“Danielle recently helped us sell our home and I thought she did a great job. What I liked best about her is that she’s quite knowledgeable about the San Francisco real estate market and she’s very reliable. **In particular, she proposed a number of things we could do (e.g. painting, refurbishing some of the floors and staging) to make the place look good to potential buyers without spending too much money.** Once we decided on those improvements, she and her staff coordinated all the work and quickly prepared the place for sale. All throughout the process, she kept us well informed and promptly responded to our questions and concerns. In the end, our place closed within a month of the open house.” – Stephanie and Jim

### Benefits of professionally staging your property

- Professionally staged homes show better and will stand out in prospective buyers’ minds.
- Staged properties sell faster.
- Buyers view staged listings as “well-maintained”. They perceive the home to be cleaner and more updated than they would without staging.
- Buyers become emotionally attached to a staged home. Rather than wondering about the owners, they imagine themselves living in the property. Once a buyer is emotionally attached,



they are more inclined to overlook flaws.

- Buyer agents recognize that professionally staged listings are “move-in” ready and are more inclined to show staged properties. Agents prefer to show well-presented homes to their buyer clients because they are easier to sell!
- Photos and videos of professionally staged listings look better in print and web media. Vacant rooms look smaller and cluttered rooms do not photograph well. Without staging, the benefits of online & print marketing are severely diminished.

### **Does staging work?**

YES. Homes that are staged sell for more money. Often, there is a 10-15% jump in sales price when you professionally stage your home.

### **How much does it cost?**

Pre-sale improvements range from ~ \$7,000 to as high as \$50,000+, depending on square footage, property condition and projected ROI (return on investment). We only recommend upgrades with a proven track record.

### **Do I have to pay out of pocket?**

NO. We have a program that allows you to pay for these costs at the close of escrow with no up-front costs or additional fees.

### **Worst-case scenario?**

The worst-case scenario is that you will break even on the cost of the presale improvements. You will still benefit from a more committed buyer and an easier, faster sale. On its own, this is a big win!

## **Summary**

Your staging experience should be a positive one. It helps to step back from the process and let us handle the details. Professional home stagers and real estate agents are trained to be objective and see your home through the buyers’ lens. Staging is not about you or your personal taste. It is about preparing and marketing your property to appeal to the most qualified buyers in order to sell for more money, in less time. And that’s our speciality!