

Sell Your House Faster and For More Money

COMPETITIVE ADVANTAGE

U.S. Housing and Urban Development reported that a staged home sells, on average 17% higher than a non-staged house.

Your House Will Sell Faster than an un-staged home, reported by the New York Village Voice

Studies show that the longer your home stays on the market the lower your selling price will be.

In a 2003 HomeGain Survey of over 2000 Realtors it was discovered that sellers who spent up to \$1000 staging their home recovered almost 200% of the cost in the sale of their home.

Leaving a house in "as is" condition will help sell the competition. The number of homes on the market is at a record high, competition is stiff and buyers have an expectation when they walk through your door.

As with many major markets, sellers are looking for a competitive edge in selling their properties. Buyers are always looking for that special something that sets a home apart from the others.

Selling a home is a presentation and should be handled as such. Poorly presented homes can be a nightmare when they linger on the market with price reductions and heartbreaking for the seller when they lose money, and may not know why their home is not presenting as it should.

To Stage Or Not To Stage

The biggest argument for staging is to show both utilitarian and decorator uses for rooms in your home. Smart staging can accentuate your home's strengths and moderate shortcomings.

When should you fully stage a home?

When the staged home actually helps buyers make a decision; when a high percentage of the sales in your market are made by outside agents, when you're introducing a home that requires special treatments to emphasize strengths or mask deficiencies.

The case for vignettes

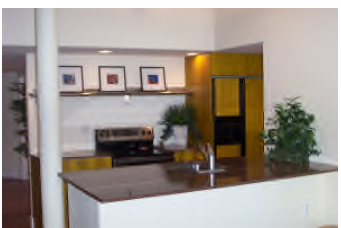
Vignettes, or furnishing sparingly, can help to give buyers the idea without being overwhelming. Sparse furnishings and smart use of color with paint or other décor can work wonders, making a cramped room seem "cozy," for example.

When should you use vignettes?

When you have a pretty hot market; when you want to showcase a certain feature of the home; when you want to mask a certain deficiency; when you don't have a big budget; when the home could use some tasty suggestions.

The case for not staging:

When selling your home, it's helpful to think of your house as a store-front window. You're attempting to appeal to potential shoppers. An empty window or a poorly outfitted one is likely to have little marketing appeal.



*Johanna Wells-owner of Look Group is a Certified Interior Staging Specialist. At The Look Group she specializes and is an expert in staging and merchandising homes **TO SELL**. The merchandised home is a tool that can be used successfully to market your home on and off line.*

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