



▶ U.S. HOUSING AND URBAN DEVELOPMENT REPORTS THAT A STAGED HOUSE SELLS, ON AVERAGE, 17% HIGHER THAN A NON-STAGED HOUSE.



▶ A 2003 HOMEGAIN SURVEY OF 2000+ REALTORS SAID THAT SELLERS WHO SPENT UP TO \$1000 STAGING THEIR HOME RECOVERED ALMOST 200% OF THE COST IN THE SALE OF THEIR HOME.



▶ 5% OF ALL STAGED HOMES SOLD THE SAME DAY | 2% OF ALL STAGED HOMES SOLD WITHIN 2 DAYS | 9% OF ALL STAGED HOMES SOLD WITHIN 3-5 DAYS | 84% OF ALL STAGED HOMES SOLD WITHIN 5-30 DAYS SAYS 2003 IRIS STUDY

# Real Estate *staging*

ADDRESSING HOME SALES STRATEGIES AND PLANTING THE SEEDS FOR A SUCCESSFUL SALES PROCESS.

*Elements in marketing photos, virtual tours and showings should be Pleasing, interesting, balanced and appealing to the senses. A picture should speak, to give buyers a hint of style, taste or aesthetics.*

## Helping you achieve your home sale goals

People buy products to gain emotional rewards and justify buying with logical reasons. The presentation of a house for sale must trigger emotion(s) that will persuade your prospects to buy your home.

The reason people buy products is because of the emotional factor. A University of Florida study on emotions and their effects on the buying process, headlined that "**Americans More Likely to Let Their Emotions Do the Buying**".

The study contends that "emotions were nearly twice as important as knowledge

in buying decisions."

American consumers buy because they like the way a product appeals to pride, sense of image, or even covetous desires to just have more than the Joneses. Don't think consumers buy a house without emotion, if our decisions were based only on logic, we all would be living in the most basic property that met our basic needs.

The UF study points out marketers should focus more on understanding how to connect with their audience on emotional as well as intellectual levels.



## Professional Property Merchandising

The Look Group offers expertise in the practice of showcasing architectural space. Real Estate Staging strategies make use of the emotional factor in people's responses to their environment. It is unique in its recognition of the critical role emotion plays in the way people react to their physical surroundings. Staging allows the home seller to elicit the feeling of "Yes!" whenever a buyer is entering a space.