

## Top Ten Reasons You Should Professionally Stage Your Home...

### 1. You Will Make More Money

According to the "National Association of Realtors (NAR), the average staging investment is between 1 and 3 percent of the home's asking price, which generates a return of 8 to 10 percent!

### 2. Your House Will Sell Faster which= More Money and Less Headache and Stress

A National Association of Realtors survey found that the longer a home stays on the market, the further below list price it drops. Homes that sold in the first 4 weeks averaged 1% more than the list price; 4 to 12 weeks averaged 5% less; 13 to 24 weeks averaged 6.4% less than list price; and 24 weeks averaged more than 10% less than list price.

### 3. The Cost of Staging, Doesn't Cost a Dime

In a 2009 Home Gain Survey of over 2000 Realtors, it was discovered that home staging typically provides a 586% return on investment!

### 4. Most Home Sellers Cannot View Their House Objectively

If you can't see objectively, you can't "package" effectively. Have an HSR staging professional get your home into its most advantageous condition for showing.

### 5. Your online photos will stand-out amongst the competition

According to a NAR profile of buyers, over 90% of buyers are searching for homes online first before deciding to visit. Give buyers a reason to drive to your home by having multiple photos of beautifully staged rooms that will stand out among the competition!

### 6. Only 10% of Home Buyers Can Visualize the Potential of a Home

That's why staging a home is critical! You don't want the advantages of your home overlooked and left up to the buyer's imagination.

### 7. The Longer Your Home is on the Market, the Lower the Price Will Be, so STAGE FIRST!

According to a National Association of Realtors survey, homes that sold after 4 weeks on the market sold for 6% less than ones within the first 4 weeks! Don't be in a position where you have to lower your price...have your house staged!

### 8. The Money You Make On the Sale of Your Home May Be TAX FREE and the Money You Spend on Staging is Deductible!

Take advantage of a possible tax-free capital gain by getting every dollar possible while getting a possible tax deduction for spending on staging services to improve and sell your home!  
(\*States may vary, so please consult your accountant)

### 9. Leaving Your House in "AS IS" Condition Will Only Help Sell the Competition

Right now the number of homes for sale on the market is at a record high. Competition is stiff and buyers have very high expectations, as well as many choices. Successful agents know that the key to competing is professional staging because it creates compelling online presentations, drives buyer traffic to the home, and turns prospects into buyers.

### 10. You Can Relax

You will have the satisfaction of knowing you have done absolutely everything possible to affect a quick sale of your most valuable commodity and for top dollar!



# Your Company



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Your Name  
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[www.yourcompany.com](http://www.yourcompany.com)

## A Professional Home Staging and Redesign Company

Call For A Consultation Today!

## *Successful Marketing to Home Buyers...*

Your Company believes that successful home staging is the art of using expert marketing and decorating techniques to create an environment that buyers can aspire to, and "FEEL HOME" in. "If I buy this house, I can live like this."

At Your Company, we are specially trained to analyze and work with a combination of eight things in each room of the home in order to create a lasting impression for the homebuyer.

We create several "emotional connection points" throughout the home so that when a buyer steps into the house they "FEEL HOME." This is it. This is the one.



## *Three Phases to Home Staging...*

### **One - Using What the Home Seller Already Has**

You will be amazed at the dramatic transformations a Professional Home Stager is able to accomplish in a single Staging Day using what the home owner already has! Successful home staging must make financial sense and Your Company is experienced and knowledgeable in making the most out of the home seller's current belongings in order to turn buyer traffic into offers.

### **Two - Recommended Purchases**

Working with the client's budget, Your Company will only make those recommended purchases that will more than pay for themselves in the speed and amount of sale. We will work with you and find those perfect, inexpensive accessories that will have a dramatic impact on each room of the home.

### **Three - Simple Yet Dramatic Cosmetic Changes**

Depending on the client's budget and timing, we will suggest paint, electrical and other cosmetic improvements that will result in a high return on investment. Don't spend money on cosmetic changes without consulting the experts at Your Company!



*"A single day with  
Your Company  
made all the difference in  
the sale price of our home!  
Potential buyers would  
walk in and fall in love!"*