



After staging

The Consultation: Without a Doubt, the Best Return on Investment!

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Buyers, real estate agents, and stagers alike love the effect of a well-showcased property. Let's face it, the color, texture and layout all appeal to our want for nice things! However on its own, showcasing does not get the price the property deserves.

Today's staging is about getting properties fully ready for sale. Staging techniques focus includes condition items which would deter buyers and improving a property's appeal making it accessible to a wider range of buyers. Part one of the three-part staging process (the consultation) is when the expertise of the stager can have the biggest return. This step is often under valued, skipped or rushed by agents and stagers but it is when a professional stager identifies and prioritizes the changes needed to eliminate any opportunity for buyers to chip away at the price.

Location and size of a property are beyond a seller's control, however sellers can improve the condition of the home. In fact sellers can impact a whopping 72% of the impact to buy, just by making sure that the work identified by the stager has been addressed.

Leave it to the stager!

Getting property ready to sell involves an investment of time and money AND brings the biggest return on investment. Like home inspection, a good professional staging consultation will range from \$200 to \$500 (depending on size of property.) We all agree it is much less than a dreaded price reduction! Indeed it is the catalyst to securing buyers in the shortest amount of



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time. When the recommendations are complete, the stager returns to showcase each room, maximizing space, flow and appeal at which time you can expect a high return on investment. A HomeGain® survey showed real estate professionals estimate as high as 569% ROI when the staging plans are Completed! Missing out on this is the cost of not fully staging and showcasing and amplifies the need to invest the time for a thorough staging consultation!

Staging is not décor; Stagers know buyers, the real estate market, the competition, and they know what will make or break the sale. They use this knowledge to create prioritized recommendations and a to-do list for the seller including referrals to trades, preferred rates, staging-safe paint colors, and helpful checklists and tips—all things that can increase the equity in a property and final profit.

These to-do lists most often include:

- Upgrades which count the most
- Paint and repairs
- Pack, edit furniture and depersonalize
- Thorough clean top to bottom
- Pay attention to Curb appeal
- Repurpose rooms

Stagers work so buyers don't have a reason to chip away at the asking price. Why do making these recommended fixes make such a difference to a buyer?

1. If sellers do not pack belongings away, buyers see over-stuffed closets and doubt if there's enough storage in the house.
2. If sellers do not deep clean, buyers may assume regular maintenance of the entire property is lacking.
3. If sellers do not repurpose a space, buyers may never realize its true worth. For example, they remember a house as having two bedrooms, when in fact, there were three.
4. If the curb appeal is dull, buyers cross the house off the "to see" lists because they expect it to be dull inside too.
5. If sellers do not make the obvious updates and repairs, buyers see dollar signs and work ahead—the most expensive reason to think twice or put in a low offer.

Buyers are savvy. They know what they want, they know what they'll pay for, and they definitely know what they

WON'T pay for! The majority of buyers today are prepared to pay more money for "move in ready". They are also prepared to use every little bit of needed work as a reason to chip away the seller's price.

When the seller is equipped with a prioritized plan from a qualified stager, the seller can easily address the issues before they affect the final price. Key to success is to have the consultation and do the work BEFORE putting it on the market.

Best return on the (seller's) investment

When it comes to updates and repairs, stagers really do know best. They know where the best return on investment is when it comes to selling; it's not always where sellers and agents think; it doesn't always have to break the bank to have the work done. According to HomeGain, seven of the best returns on investment include:

1. Cleaning and de-cluttering = 586% return
2. Lighten and brighten = 313% return
3. Landscaping = 258% return
4. Showcasing = 196% return
5. Kitchen and bathrooms = 172% return
6. Replace or shampoo carpets = 169% return
7. Paint interior = 109%



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Stagers have access to a vast network of experienced trades many include inexpensive solutions. A stager's goal is to get a property ready to appeal to the largest number of buyers in order to sell fast and for the most money!

The icing on the cake!

Stagers always strive for the best for their clients. They really recommend for clients to complete everything on the to-do list. However, sometimes time crunches and budgets necessitate compromises in order to meet open house/moving commitments. Regardless, a stager's best effort goes hand-in-hand with the seller's, and as the property is showcased, they know that between them they've made the property competitive and ready for the agent to make a great sale!



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