



Benefits of Home Staging

Are you looking for the best advice on selling your home? If you do, then you need to know that Home Staging has become an important and, often, necessary marketing tool to sell a property successfully.

Usually, the clients are looking to achieve two objectives when putting their property up for sale: they want to sell it quickly and they want to make MONEY, as much money as possible. The return on investment can be sizeable but, like any other business venture, success requires a strategy, a budget and a concrete action plan (preparation).

How can Home Staging contribute to these objectives? Each marketplace being different and each client's situation unique, Home Staging techniques need to be flexible and adjustable. But the common thread is being able to view your property as an important financial investment and taking actions to maximize its value.

Staging your home for sale is a three step process - an objective evaluation of your

home's "saleability", improving and updating what's needed and optimizing the spaces and creating an ambiance to achieve the WOW factor. Whether your home is lived-in or vacant, the right price and some home staging will put all the chances on your side.

Professional stagers can see your house as buyers will, and they'll set the scene so that buyers can imagine living there. They're likely to simplify or streamline the furniture in a room for better traffic flow and to enhance its spaciousness. They may neutralize a too-personal color scheme or add touches of color or accessories where needed. In vacant homes that feel cold and lack visual landmarks, stagers often bring in rental furniture and create "vignettes," say, a seating area in front of the fireplace. All in all, a professional stager is the way to go.

So, our best advice on selling your home is to plan it carefully, select the best team to help you and do it!



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