



Dear Client,

The Benefits of Staging

Did you know that buyers decide within the first 15 seconds whether they like a property or not? Talking about making a good first impression! As a seller this doesn't give you much room for mistakes. Luckily a professional stager can help you make sure the first impression is a positive one.

One in four homes in the US is now staged to sell. Staging is not just de-cluttering and maximizing space. It helps create warmth and assists the buyer in visualizing the space and its use. A well staged home gives the buyer ideas on how to use a sometimes challenging floor plan. It also gives the impression of a well-maintained home, and accentuates the positive aspects of the property by emphasizing its architectural details. A good professional stager will always try to stage the property so that it appeals to a broad range of buyers by using timeless furniture and accessories while at the same time incorporating the uniqueness of the property.

Staging is not cheap: depending on the size of your property the cost of staging typically ranges between \$4,000 and \$10,000 for a two month period. The cost is well worth it: according to the International Association of Home Staging Professionals staged homes generally sell faster and for more money.

A staged home can present some challenges for buyers. Some of the home's flaws may be hidden by staging, intentionally or unintentionally. It is important that the buyer learns to look past the furniture and fancy accessories and visualizes their own furniture in the space. Sometimes a staged home may look nice, but is not practical when it comes to actually living in it.

Limited Time Exclusive Offer: Staging Allowance

If you are planning to sell your current home this year and purchase another one, I have an exclusive offer for you: Let me list your current property and represent you in the purchase of your next property and I will give you a staging allowance of up to \$5,000 (depending on the value of your property) to help you defer the cost. Please see website for more details.

Referrals

If you know of somebody who needs a real estate agent, I hope you consider referring me. It's the greatest compliment you can give me.

Sincerely yours,

Bettina



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