



WHY *Stage?*

Staging is the preparation of residential property for sale in the real estate marketplace.

The primary objective of Staging is not to decorate, but rather bring the property up to a level that it will **appeal to the greatest number of potential buyers that will pay the highest price possible**. We, as professional stagers, use our knowledge of design, trends, real estate, ethics, and property renovation solutions to help the seller achieve their goals.



Many people think that Staging is the same as decorating. Decorating is about your personal style. The way you have decorated your home for your own enjoyment and the way you market your home for sale are very different.

Staging is not about your personal style! The way we function in our homes in our day-to-day lives is perfect for our day-to-day lives. However, when you decide to list your home for sale, you must think about how to properly merchandise that home, so it **appeals to the greatest pool of buyers.**



WHY *Stage?*

Less stress

When you decide to sell your house, we strongly recommend to start it with a consultation to view your property and provide recommendations to improve your return on investment (ROI).

Whether the house is occupied or vacant, we are the first step in maximizing the sellability of your property while putting it in its strongest position possible so it will be on every buyer's must-see-list.



Staging Benefits

- Staging shows buyers the property's true potential.
- Buyers visualize themselves clearer in a staged property vs vacant.
- Professionally staged properties show nicer than competing ones for sale.
- Professionally staged homes sell faster.
- Staged properties can increase the number of offers and selling price in hot markets.
- Professionally staged listings stand out and attract superior offers.

