

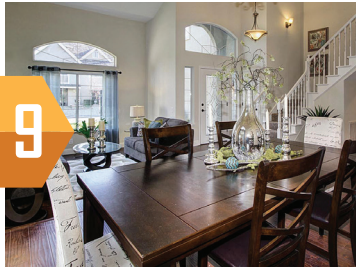
TEN FACTS ABOUT HOME STAGING

10



YOU WILL MAKE A LOT MORE MONEY!
In a 2014 survey of over 3,500 homes professionally staged, over 50% sold for 10% MORE than their unstaged neighbors home.

9



STAGING DOESN'T COST A DIME!
When a seller spent an average of 1% of the value of their home on staging, they saw an average of 1000% return on investment.

8



YOUR HOUSE WILL SELL MUCH FASTER!
In a recent Real Estate Staging Association survey, professionally staged homes spent 72% less time on the market.

7



BUYERS CAN VISUALIZE THEMSELVES LIVING THERE
In a 2015 National Association of Realtors survey, over 81% of buyers said it was easier to visualize a staged property as their next home.

6



ONLINE HOME PHOTOS WILL STAND OUT
According to the National Association of Realtors, over 95% of buyers are online FIRST looking at photos of the home BEFORE they visit or call an agent.

5



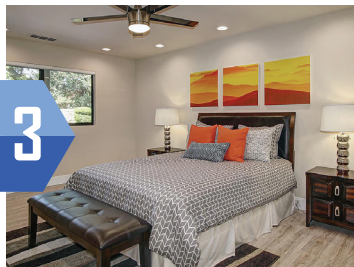
HOME SELLERS CANNOT VIEW THEIR HOME OBJECTIVELY
If you can't view objectively, you can't package effectively and it's nearly impossible for a seller to be objective about their home.

4



YOUR HOME'S FLAWS CAN BE OVERLOOKED
According to the National Association of Realtors, almost a third of buyers will "overlook property faults" when a home is professionally staged!

3



YOU CAN RELAX
You will have the satisfaction of knowing you have done everything possible to get a quick sale and not leave money on the table.

2



MOST AGENTS CONSIDER IT A CRITICAL NECESSITY
According to a 2014 Zillow survey of real estate experts, home staging was listed as a TOP TWO necessary item for sellers!

1



NOT STAGING WILL ONLY HELP TO SELL YOUR COMPETITION
Competition can be stiff and buyers have very high expectations. Successful agents know that the key to competing is professional staging because it creates great online presentations, drives buyer traffic to the home, and brings in offers.

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