

## Top Ten Reasons You Should Professionally Stage Your Home...

- 1 You Will Make More Money**  
U.S. Housing and Urban Development reports that a staged house sells, on average, 17% higher than a non-staged house.
- 2 Your House Will Sell Faster = Less Headaches and Hassle**  
The New York Village Voice reported that the average number of days on the market for a staged house was 13.9 versus 30.9 days for an unstaged house.
- 3 The Cost of Staging, Doesn't Cost A Dime...**  
In a 2003 HomeGain Survey of over 2000 Realtors it was discovered that sellers who spent up to \$1000 Staging their home recovered almost 200% of the cost in the sale of their home.
- 4 Most Home Sellers Cannot View Their House Objectively**  
If you can't see objectively, you can't "package" effectively. Have a staging professional give you a detailed, step by step, "Action Plan" for less than \$500 so you can do the work yourself.
- 5 Less Guesswork and "Do It Yourself"...**  
A professional home stager can manage your projects from start to finish OR give you a detailed enough report based on their extensive knowledge and training to have you "do it yourself".
- 6 Only 10% of homebuyers can visualize the potential of a home**  
That's why staging a vacant home is critical! You don't want the benefits of your beautiful home left up to the buyer's imagination.
- 7 Studies show that the longer your home stays on the market the lower your selling price will be...**  
Don't settle for less and lower your price...have your house staged.
- 8 The Money You Make is TAX FREE!**  
Take advantage of your tax-free capital gain by getting every dollar you can in the selling price of your home.
- 9 Leaving Your House in "AS IS" Condition Will Help Sell the Competition**  
Right now the number of homes for sale on the market is at a record high, competition is getting stiff and buyers have an expectation when they walk through your door.

**Do you really need another reason to invest in your future earnings by staging?**



**Home Staging Resource**

