

## Top 10 Reasons to Stage Your Home

**1. You Will Net More Money** - A NAR survey found that the longer a home stays on the market, the further below list price it will sell. Homes that sold in the first 4 weeks averaged 1% more than list price; 4 to 12 weeks averaged 5% less; 13 to 24 weeks averaged 6.4% less; and 24 weeks averaged more than 10% less than list!

**2. Your House Will Sell Faster** - Staged homes sell in an average of 29 days! That's 83% less market time than non-staged homes.

**3. Your Investment in Staging Does not "Cost" a Dime** - HomeGain's Survey of over 2000 Realtors, discovered that home staging typically provides a 586% return on investment.

**4. Sellers Cannot View Their Homes Objectively** - If you can't see objectively, you can't "package" effectively. Use *the Buyer's Eyes* to get your home into tip-top condition for showings!

**5. Your Online Photos Will Stand Out Above the Competition** - According to NAR's research, over 90% of buyers are searching for homes online before deciding to visit. Tempt buyers to see your home by having multiple photos of beautifully staged room!

**6. Only 10% of Buyers Can Visualize Your Home's Future Potential** - Staging a home is critical! You don't want to risk letting the advantages of your home go overlooked and left up to the buyer's imagination.

**7. The Longer Your Home is on the Market, the Lower the Price Will Be** - According to NAR, homes that sold after a month on the market sold for 6% less than ones that sold within the first 4 weeks. Don't be in a position where you have to lower your price time after time ~ Have Your House Staged First!

**8. Home Staging May Be Tax-Deductible\*** - Take advantage of possible tax-free capital gains by getting every dollar possible and utilizing a deduction for your investment on staging services that will help sell your home. \*(May vary by State, consult your tax accountant)

**9. Leaving Your House "As-Is" Will only Help to Sell the Competition!** - Right now the number of homes for sale is at an all-time high. Competition is stiff and buyers have very high expectations, as well as many choices. Successful agents know that the key to competing is professional home staging because it creates compelling online presentations, drives buyer traffic to the home, and turns prospects into buyers.

**10. You Can Relax!** - You'll have the satisfaction of knowing you've done absolutely everything possible to affect a quick and prosperous sale!

Staging & Interior Re-Design | Consultations | Construction Design Services | Move-In Design Services



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Home Staging  
&  
Re-Design



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*Successful Marketing  
to Home Buyers . . .*

**The Buyer's Eyes** believes that successful home staging is the art of using expert marketing and decorating techniques to create an environment that buyers can aspire to, and feel at home in. "If I buy this house, I can live like this!"

At **The Buyer's Eyes** we incorporate a combination of "Feels Like Home" design elements into each room of the home. This creates a positive and lasting impression for the homebuyer.

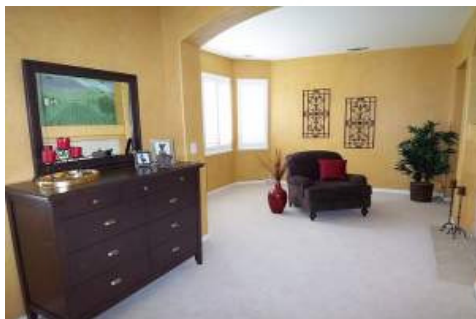
We create several "emotional connection points" throughout the home so that when a buyer steps into the house they feel at home. Our goal is to make a buyer feel, "This is it! This is the one!"

**"Before" Staging**



See for yourself, which room has the better appeal?

**"After" Staging**



...utilizes the way a buyer would view your home.

*The Buyer's Eyes* can make your home stand out above the competition.

Now, more than ever, in today's challenging real estate market where buyers are more selective, and home values are down, it's even more important to make your first impression a **GREAT IMPRESSION!**

*The Buyer's Eyes* offers many options to fit your budget.

Our menu of services include:

- Custom Consultations ~ "Walk & Talk"
- Hands-On Staging ~ "The 4-Hour Frenzy"
- Complete Staging & Re-Design Services
- Vacant Home Staging
- De-clutter, Pack, and Organize
- Furniture and Accessory Rental
- Investor & Builder Consultations
- Move-In Design Services ~ "Staging to Live"



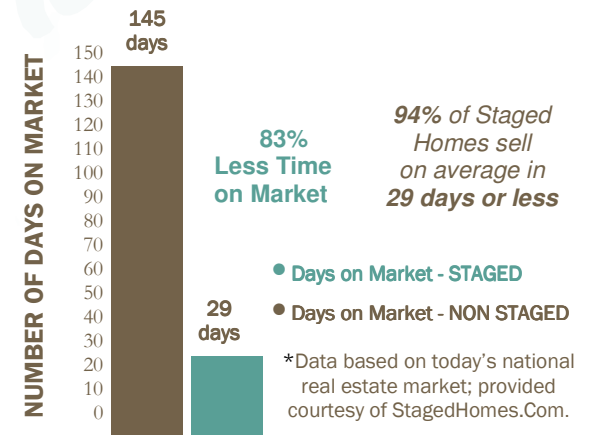
*Your Investment in Home Staging is Always  
Less Than a "Price Reduction"*

Home Staging really doesn't "cost" a dime! In fact, according to a recent survey by Home Gain (Homegain.com) Home Staging can give a "Return on Investment" (ROI) of **586%**

**HomeGain Top 12 Home Improvements  
for Selling Your Home (National)**

Home Improvement Project	Average Cost	Price Increase	R/O/I	Recommend %Agents
Clean & De-Clutter	\$100-\$200	\$1500-\$2000	872%	98%
Home Staging	\$300-\$400	\$1500-\$2000	586%	82%
Lighten % Brighten	\$200-\$300	\$1000-\$1500	572%	95%
Landscape Front/Back	\$300-\$400	\$1500-\$2000	473%	94%
Repair Plumbing	\$300-\$400	\$1000-\$1500	327%	88%
Update Electrical	\$300-\$400	\$1000-\$1500	309%	89%
Replace/Shampoo Carpets	\$400-\$500	\$1000-\$1500	295%	97%
Paint Interior Walls	\$500-\$750	\$1500-\$2000	250%	94%
Repair Damaged Floors	\$500-\$750	\$1500-\$2000	250%	91%
Update Kitchen	\$1000-\$1500	\$2000-\$3000	237%	69%
Paint Outside of Home	\$750-\$1000	\$1500-\$2000	201%	81%
Update Bathroom	\$750-\$1000	\$1000-\$1500	172%	70%

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Based on surveys conducted by the International Association of Home Staging Professionals® and Stagedhomes.com® - Over 1000 homes (62% vacant, 38% occupied) across the continental US and Canada prepared for sale by an Accredited Staging Professional (ASP®).