

Top 10 Reasons: Why Stage?

1. **You Will Make More Money:** According to the National Association of Realtors® (NAR®), the average Staging investment is between 1 and 3 percent of the home's list price, and can generate a return of 8 to 10 percent in added value.
2. **Your House Will Sell Faster, Equaling More Money and Less Stress:** NAR® surveys found that the longer a home stays on the market, the further the list price drops. Homes that sold within the first 4 weeks averaged 1% more than list price; while homes that sold after 24 weeks or more sold for an average of 10% less than list price.
3. **The “Cost” of Staging Doesn’t Really “Cost” a Dime!:** In a “Home Gain” survey of over 2000 Realtors, it was discovered that Home Staging will typically provide a return on investment of up to 586%!
4. **Most Home Sellers Cannot View Their Home Objectively:** If you can't see objectively, you can't “package” effectively. Your Accredited Staging Professional will get your home into its most advantageous condition for showings.
5. **Your Online Photos Will Stand Out Above the Competition:** According to a NAR profile of buyers, over 90% of buyers are searching for homes on-line first - before deciding to visit. Give buyers a reason to drive to your home by having multiple photos of beautifully Staged rooms.
6. **Only 10% of Homebuyers Can Visualize the Potential of a Home:** That's why Staging a home is critical - You don't want the advantages of your home to be overlooked and left up to the buyer's imagination.
7. **The Longer Your Home is on the Market, the Lower the Sales Price:** According to a NAR survey, homes that sold after 4 weeks on the market sold for as much as 10% less than the ones that sold prior to 4 weeks. Don't be in a position where you have to lower your price ... have your house Staged FIRST!
8. **Leaving Your House in “As Is” Condition Will Only Help Your Competition Sell First:** No matter what the level of current inventory of homes for sale is, competition is stiff and buyers have very high expectations along with many choices. Successful agents know that the key to competing is professional staging because it creates compelling online presentations, drives buyer traffic, and turns prospects into buyers..
9. **You Can Relax:** You will have the satisfaction of knowing you have done absolutely everything possible to affect a quick sale of your most valuable possession - and for a top dollar return!
10. **Your Investment In Home Staging May Be Tax Deductible:** Take advantage of a possible tax-free capital gain by getting every dollar possible while getting a possible tax deduction for investing in Staging services to improve and sell your home. (State tax rules may vary, so please consult your accountant).

This message was brought to you by your Home Staging Consultants at:



www.TheBuyersEyes.com (414) 828-9222