
Dressing a house for Success Staging a Home

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Home staging" is not a new term, but for many homeowners and real estate agents the concept of "professional home staging" is shedding new light on how to promote a home in the real estate marketplace.

Professional home stagers are practiced in the art of preparing a home for resale. They work with the "flow" of a home, eliminate clutter, edit and arrange furniture and even assist in enhancing curb-appeal. With the aid of a professional home stager, the house for sale makes a notable first impression for the potential home buyer.

Many Realtors feel that the first impression is the key factor in selling a home. Typically a potential buyer has made up their mind ten seconds after they step in the front door.

Even the most gorgeous home can sit on market waiting to be sold. The problem may not be the house itself, it may be the impression it makes -- or lack thereof. In some cases, the current owner's tastes turn people off. In the case of an empty house, a buyer may not be able to picture their own possessions in it.

For all sellers, one of the first steps in getting your house ready to put on the market is staging. With today's slow real estate market, it is more important than ever to do everything possible to make yours the most attractive, most appealing and most 'looked at' house within this competitive market.

While agents are experts in the field of selling and closing, many are not design savvy. It's not always easy to get a home into selling condition without some sort of experienced assistance. Home staging is not just cleaning up a house or putting on a fresh coat of paint. Stagers can dramatically change the appearance of a home. Check with your real estate agent to see if they can refer a professional stager to you.

When you contact a home stager, ask for an estimate. In fact, get several free estimates. Just like any service, pricing in the home staging industry can vary over a wide range. Be sure to ask how they determine their fee so that you can make an educated decision. Also, factor in the condition of your home, the average amount of time homes have been on the market in your area and the asking price of your home.

For the most part, an agent should be able to determine if a home is in need of this type of service, and if it would be of benefit or not. If it's a reasonable fee, it is usually a worthwhile investment. It could make all the difference in your showing.

Staging makes your house look bigger, brighter, cleaner, warmer, more loving and best of all; it makes home buyers want to buy. Once the stagers have completed their task, sellers have been known to receive more than their original asking price and sold their houses quicker.

No matter how slow the real estate market is or how long you or your Realtor have tried to sell your house, staging for sale properly will help you sell it as quickly as possible for the most amount of money.

To achieve the greatest possible outcome a home should always be presented at its best the first time around.

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