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Home Staging®: a small investment with a big return

By Sandy LeRoy, ASP

If you're like most people, your home is your largest asset, and when you decide to sell you want to do so quickly and for top dollar. There's one problem: the way you live in your house and the way to market and sell it at the best price are very different. This is where a Staging® Analysis from an Accredited Staging Professional (ASP™) can help.

Staging is the process of preparing a home for sale so

that it looks its best, appeals to the broadest range of buyers and stands out from the competition. According to HUD, the nationwide average is that a Staged Home will sell in about half the time and for 17% more. For a \$150,000 house, that's an additional \$25,500.

Staging is new to Western North Carolina, but it's proven to be a highly effective tool in other parts of the country where staging has been used by savvy realtors and sellers for many years. The staging movement

began in 1972 when Barb Schwarz, an enterprising REALTOR®, used staging principles so successfully that she saw the potential in staging, left real estate and founded StagedHomes.com. The company owns the federally registered trademark on the word "Staging", and offers a course to train prospective stagers so that they can bring the highest level of service and professionalism to their clients. After completing the course, the student earns the designation Accredited Staging Professional (ASP™) and becomes legally authorized to describe herself as a Stager. Unlike people with

no special training who call themselves stagers, ASP Stagers have the knowledge, experience and a set of proven guidelines to help sellers make the transition from living in their family home to creating a commodity that's ready to be on the market and in the public eye.

Staging begins with an analysis of your home and a Staging Strategy Report with detailed recommendations for the inside and outside. An ASP Stager will focus on no cost and low cost solutions with a big impact, but she'll also tell you when repairs are needed, or if you should repaint or replace some carpet. However, you don't need to worry that an ASP Stager will critique your decorating, they're on your side and they want to help you get the very best results when you sell.

Once your home is properly staged, there are other benefits. You can describe your property as a Staged Home in print, the MLS listing and in on-line advertising. About 70% of buyers look for homes on line, so this is an important advantage. You'll also receive a free StagedHome sign extension and a free listing on StagedHomes.com. Describing your property as a Staged Home will generate special interest in seeing it. And because it's staged, prospective buyers are going to like what they see.

The cost of staging varies according to the size of your home, with consultations beginning at \$195. Remember that the cost of staging your home is going to be a lot less than that first big price reduction. Staging works and it will work for you.

Sell your home for more.

On average, a Staged® Home will sell in half the time and for 17% more.

Staging is the process of preparing a home for sale, so it's presented in the best possible light. As Accredited Staging Professionals (ASP™), we know how to work with realtors and sellers to get top dollar.

Our Staging Strategy Report gives detailed recommendations for low-cost, high-impact solutions.

We can also provide an estimate for doing some or all of the work.

Staging is a small investment with a large return!

Staging® is a federally registered trademark of Stagedhomes.com

Visit us online at www.SterlingPropertyService1.com or call Sandy LeRoy, ASP™

828-685-0560

