

WHAT IS STAGING?

Staging is a group of powerful tools to prepare and market your home for maximum appeal.

WHY STAGE YOUR HOME:

The way you live in your home
is very different
from the way it needs to look
when you want to sell it.

We emphasize low cost solutions that have a big impact, and we'll show you how to showcase your home so that it will sell for the best price in the shortest time.

WHEN TO STAGE:

The best time to stage is before anyone sees your home, and before any pictures are taken.

*Staging has a 35 year history
of getting results
in all market conditions.*

Sterling Property Services

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*For more information
call Sandy LeRoy, (ASP™)
Accredited Staging Professional*

www.SterlingPropertyService.com

*Serving Western North Carolina and
the Upstate Area of South Carolina*

Selling Your House?

*®Staging Can Help You
Make a Faster Sale –
for More Money.*



Staging Works!

ELEMENTS OF STAGING:

- Creating a neutral environment that emphasizes the house, not the contents.
- Strategic arrangement of furniture and accessories according to proven design principals.
- Skillful use of color and attention to detail to create pleasing views of every space.
- Attention to repairs or deferred maintenance.
- Meticulous cleaning.

DIAGNOSIS AND IMPLEMENTATION WITH ONE PHONE CALL

We can implement many staging recommendations for you — on time and to professional standards.

BENEFITS OF STAGING:

- Staging creates curb appeal.
- Staging will highlight your home's best features.
- Your home will stand out from the competition, and that's important in any market.
- Staging creates the feeling that your home is well-maintained and ready for the buyer to move in.
- Once your house is certified as a [®]StagedHome, you'll receive free marketing support that will create interest in seeing it.
- Staging helps visitors make an emotional connection to your home and visualize living there — the first step in the buying process.

- Staging will protect the equity in your home.

*The cost of staging your home
is much less
than a price reduction.*

WHAT DOES STAGING COST?

Option 1

Staging Consultation and
Detailed Strategy Report

\$250 - homes to 3,000 square feet*

Larger homes priced individually.

Option 2

Staging Implementation Services

\$75 per Hour – Two Hour Minimum

Option 3

Rental of Furniture and Accessories,
Including Delivery and Placement

as quoted

*travel charges may apply in certain areas

Staging Really Does Work.