

ON THE COVER

Comfort & Pizazz



This home is in a lovely new development, close to everything, perfect for families, and a delight for retirees. All on one level, lots of windows, & stainless steel apps. in Kit. HW floors in Kit, DR, & LR; tile in BA's & carpet in BR's. Easy-care yard, ready to bloom.



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IN THE NEWS

THE STORY BEHIND THE STORY -

A PERFECT PARTNERSHIP

This week's cover features a home in Triple Creek that is listed by **Pat Redmond** of **Preferred Real Estate** and staged for sale by **Sandy LeRoy** of **Sterling Property Services**. The staging project was the brainchild of Pat Redmond's colleague **Mary Stephens**.

Trained at the Parsons School of Design and an experienced stager herself, Stephens knew what an effective marketing tool staging could be. When

Pat Redmond expressed interest in staging, Stephens called on **Sandy LeRoy**, and the 3 of them collaborated to transform the Triple Creek property into a staged home.

The emphasis was on early packing and rearranging the owner's furniture to simplify the interior and focus attention on the house instead of its contents. LeRoy also brought in plants and accessories to add style and impact. This project illustrates a perfect partnership between the agent, the seller and the professional stager to showcase a home to appeal to the broadest range of buyers.

Over the past 35 years, staging has become a more common practice in all price ranges, and is particularly important in today's more competitive market. For more information about staging, visit

www.SterlingPropertyService.com, or call Sandy LeRoy at 828-685-0560.