REAL ESTATE NEWS

Delivering what you need to know about our market and more

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THE TOP FIVE REASONS
TO PROFESSIONALLY STAGE YOUR HOME



The statistics of staging and why it pays to professionally showcase your home.

In a competitive market, more and more sellers are making the savvy choice to stage their home. Why? Lower time on market and higher offers on the table. Here's just some of the statistics you should know:

According to a US Housing and Urban Development study, staged homes sell for 17% higher than non-staged homes.

National Association of Realtors studies tell us that more than 90% of buyers start their search for a new home online - making the need for good photography and a positive first impression vital.

According to Homegain.com, sellers who spent $500 on staging saw an estimated 343% return on their investment.

Real Estate Staging Association shared that in controlled tests selling identical homes, professionally staged vs. non-staged, the non-staged houses sold in 102 days, while the staged houses sold in 45 days.

Historically, most buyers form an opinion of a home within the first 7-10 seconds of viewing a property.

Whether you are hiring a professional to stage your home, or trying to do some of the staging on your own, know that there are some top tips for maximizing your return on time and money investment. According to Homegain.com, here are the most important tasks you can do to improve both your time on market and bottom line price for your home:

Story continued on other side >>

The Statistics of Staging, continued >>

- **Clean and Declutter: 872%**
- **Lighten and Brighten: 572%**
- **Landscaping (both front and back): 473%**
- **Interior Painting: 250%**
- **Updating Kitchen: 237%**
- **Updating Bathroom: 172%**

There's a fun saying we use in this industry when we find ourselves in such a competitive buyer's market, "It's a combination between a beauty contest and a bidding war."

That means that to get your home sold for the MOST money in the least amount of time, sellers have to give themselves every advantage possible.

If you or someone you know are looking to sell your home now or in the near future and you want to learn more about staging your home for a successful sale or need a recommendation for a professional stager, please give me a call today!

FREE LIST OF RESOURCES

Staging Experts, Home Improvement Professionals and Landscapers - contact me today!

www.prospectsplus.com
800-287-5710

MY FINAL THOUGHTS...

August is often referred to as the "Dog Days" of summer, but I think it's just right for some last "Down Days" of summer where families can find some time to re-group, re-energize and re-connect before the hustle and bustle of school schedules and fall activities. In real estate, autumn is traditionally a very busy time for both buyers and sellers, and you'll probably see lots of activity in our market as a result.

If you'd like to learn more about our market, or have any real estate questions or needs, please know that I'm always here to help. Call me today!

Sincerely,
Melissa Montovani

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"It's a combination between a beauty contest and a bidding war."



STAGING TASKS	ROI %
Clean and Declutter	872%
Lighten and Brighten	572%
Landscaping	473%
Interior Painting	250%
Updating Kitchen	237%
Updating Bathroom	172%



SOME FUN FACTS TO SHARE:
Great conversation starters and social media shares.

1) Cherophobia is a fear of fun. 2) It would take more than 150 years to drive a car to the sun. 3) The Earth gets 100 tons heavier every day due to falling space dust. 4) Cows can sleep standing up, but they can only dream lying down. 5) None of the Beatles knew how to read music. *(Paul McCartney eventually taught himself.)*

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If your house is currently listed this is not a solicitation.