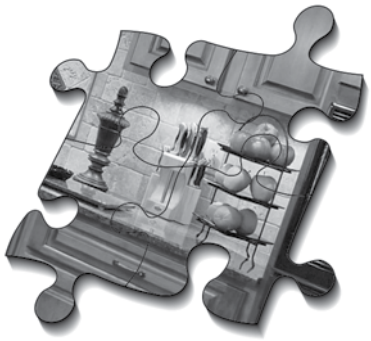
# FREE HOME STAGING

## You will receive one free* session with our home staging professional when you list with us.

A buyer's perception of value is created by how well they are able to make a home "stand out" in their mind from the competition. Our exclusive home staging professional has time and again proven to be the differentiating factor in our sellers' homes over the competitic



According to the *2007 National Association of REALTORS® Profile of Home Buyers and Sellers*, 84% of buyers use the internet as their first source when searching for a new home. Photos of professionally staged properties always captures a buyer's attention first. If you don't capture them… someone else will.

95% of home buyers tend to buy on emotion. Its about how they "feel" when they first look at a home. You want them to experience "love at first sight."

**Bottom line: Staged homes tend to sell faster and for more money.** Listings that are staged and priced competitively sell at minimum, 50% faster than non-staged properties do. According to the *2007 Home Gain Survey*, staged homes spent 80% less time on the market than those that were not staged.

**Average rates for a consultation with a certified staging professional start around $400 and can go as high as $6000.*

*Not intended to solicit currently listed properties.