



**WHAT CAN HOME STAGING DO FOR YOU?** Well, a higher sale price! For less than 1% of your home’s current value, you can see up to a 10% increase in your selling price. Who doesn’t love the sound of that? Home staging helps potential buyers visualize the size of a room and how many furniture pieces will fit. Home Staging helps remedy an awkward room layout, makes a home appear updated without major renovation and detracts attention from flaws. Book a Home Staging Consultation today to learn how we can help you make more money on your biggest investment!

### HOME STAGING CONSULTATION

*Completely Personalized for Sellers*

May I borrow an hour of your time? Allow me to help you prep your home to sell! A Home Staging Consultation is \$250 and includes a walk-through of your entire home. We will walk and talk at your own pace! But no need to take notes! You will receive a detailed home staging report with all my recommendations, broken down by room. \*Virtual consultations as well as consultations geared towards sellers and agents interested in a stage-it-yourself approach are also available.

### ACCESSORY STAGE

*Satisfaction Guaranteed*

Accessory stages start with a Home Staging Consultation! This service is for sellers who plan to occupy their home while they prepare to list and sell! We do our best to utilize your current pieces, but sometimes supplemental items are recommended. Accessory stages start at \$1,500 for a 30-, 60- or 90-day period dependent on the season. Accessory stages in Central, MA start at \$500.

### VACANT STAGE

*Design Done Right*

Are you moving out and need to stage? Are you a realtor or developer looking to furnish an empty space? I am able to provide an accurate quote after viewing floor plans and photos/videos of your property – even old listing photos will work! Price is dependent on season, access, square footage, number of pieces required in each room, and of course, how many spaces you are looking to furnish. Vacant installs start at \$2,500 for a 30-, 60- or 90-day period dependent on the season. Vacant installs in Central, MA start at \$2,000.

### THE COST VERSUS THE BENEFITS

*THE AVERAGE COST TO STAGE A VACACNT HOME IS \$2,500*

<p><b>49%</b> of REALTORS believe that home staging increases the dollar value offered on homes.</p>	<p><b>8-10%</b> return on investment from home staging.</p>	<p><b>85%</b> of staged homes sold 5-23% above their listing price.</p>	<p><b>73%</b> less time on the market compared to homes that were not staged.</p>	<p><b>96%</b> of REALTORS reported that staging positively influences a buyer’s decision making.</p>
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Source: NAR

## 6 Common Misconceptions about Staging

<p><b>1. “Staging is too expensive!”</b></p>	<p><b>2. “Our home has been professionally decorated.”</b></p>	<p><b>3. “We don’t need a stager to declutter and clean...”</b></p>
<p>Staging is an investment with the goal of selling the property for top dollar – it’s ALWAYS GOING TO COST LESS than the first price reduction on a home. Compare the cost of staging to the cost of a home that lags on the market (monthly mortgage, utilities, landscaping/snow removal, etc.). The cost of staging is far less!</p>	<p>Decorating and staging are completely different. Although homeowners may love the way their house looks and it suits their needs perfectly, it may not appeal to the tastes and style of today’s buyers. A professional home stager has the experience and objectivity to prepare a home for mass appeal in the current marketplace to engage as many buyers as possible - no matter what their personal style.</p>	<p>Although these may seem like easy tasks, there is a lot of emotion that goes into depersonalizing a home after so many years of accumulating personal belongings. A professional stager will provide a detailed action plan to neutralize and remove any items that will distract from the home’s features to get the house sold.</p>
<p><b>4. “We can’t stage our home if we’re living it!”</b></p>	<p><b>5. “We can wait and stage it later if need to...”</b></p>	<p><b>6. “What’s the point? Staging won’t hide all the problems!”</b></p>
<p>Staging is NOT just for vacant homes. Every home can be staged including occupied homes! A professional stager will provide sellers with tips to keep their home in show-ready condition while it is on the market - and ways sellers can still feel comfortable in their own home while living around the staging.</p>	<p>There is a lot of truth to the popular phrase “you never get a second chance to make a good first impression.” If you don’t stage before you list, you will inevitably lose time and money.</p>	<p>Before beginning the staging process, sellers should address basic repairs such as leaky faucets and broken lights so buyers won’t have a reason to turn away as soon as they walk into a home. Once this is done, home staging will detract attention from any superficial imperfections.</p>

Ready to stage? Get in touch!

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## CONSULTATION PACKAGES

### Tier 1 (Virtual)

**\$75 (Flat Fee)**

- Seller (or Agent) Provides Photo and/Or Videos of Property (Video tours are preferred for best results and can be emailed or sent via text message.)
- 24-Hour Turnaround Time: Written Report Broken Down by Room and Priority Intended for Sellers Who Plan to Stage-It-Themselves (Report includes examples of staged spaces for sellers to refer to.)

### Tier 2 (In-Person)

**\$100 (Central MA Properties)  
\$200 (Rest of MA/Southern  
NH/Parts of CT)**

- One-Hour
- In-Person Walk-and-Talk with Verbal Recommendations
- Leave Behind Staging Folder with Resources (Staging Checklist, Showing Checklist, Bed Recipe)
- No Report/Quote to Return with Accessories

### Tier 3 (In-Person)

**\$150 (Central MA Properties)  
\$250 (Rest of MA/Southern  
NH/Parts of CT)**

- One-Hour
- In-Person Walk-and/Talk with Verbal Recommendations
- Leave Behind Staging Folder with Resources (Staging Checklist, Showing Checklist, Bed Recipe)
- 24-Hour Turnaround Time: Written Report Broken Down by Room and Priority (Report includes examples of staged spaces for sellers to refer to.)
- Quote for Accessory Rental
- Available to Sellers with Questions after Consult via Call/Text/Email

### Topics Typically Discussed at In-Person Consultations:

Listing Timeline | Storage Solutions | Simple Updates and/or Major Renovations | Unfinished DIY Projects | Paint Colors | Curb Appeal | How to Depersonalize and Appeal to the Masses | Decluttering (Pack It/Toss It/Donate it) | Use of Art/Mirrors | Lighting | Window Treatments | Furniture Layout | Number of Furniture Pieces in Each Room | Defining Spaces, including Quirky, Untraditional Spaces | Reverting Spaces Back to Original, Intended Purposes | Answering Common Questions and Solving Frequent Problems for Potential Buyers ("Where will I put my couch? Where does the T.V. go? Will my queen bed fit in here?") | Who Are the Potential Buyers? (Single Adult, Young Professionals, Starter Home, Families, Forever Home, etc.) | What Are the MOST Important Spaces to Stage | Accessory Rentals (Occupied Homes) vs. Vacant Stages (Empty Homes)

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