

# Home Staging Speeds Sales

Professionally staged homes: **37 days** on market before sale

Unstaged homes: **182 days** on market before sale\*



What accounts for the impact of professional home staging? Answer: More buyers are searching on-line: **87% of all home buyers used the Internet to search for homes in 2008**, according to the National Association of Realtors. In today's competitive market, buyers simply weed out houses that don't look great in on-line photos.

*Since unstaged homes don't look as good in photos, unstaged houses just don't get the same traffic. Unstaged homes don't show as well during visits either, so they draw fewer offers. Result: Unstaged homes spend longer on the market – 4 times longer, on average.*

What is home staging? How does it work? It is not decluttering. Nor is it decorating. Partly an art, home staging is designed to achieve one goal: To connect a prospective buyer to your house -- to make him or her want to move in.

*Staging highlights the best architectural features of your home, removes distractions and helps the prospective buyer imagine your home as his or hers – living in it, relaxing in it, entertaining in it -- which is what leads to a sale.*

*A 60-second virtual tour posted on our home page illustrates the emotional connection with a well-staged home. We invite you to view it at [www.stagingprince.com](http://www.stagingprince.com).*

Our website has reliable information on the benefits of home staging, describes what a professional stager does, and answers many questions that sellers may have about staging. We invite you to read it and to call us if you think that a 2-hour **professional home evaluation** that identifies barriers to the sale of your own home might help you sell it. The modest investment could save you 80% of time on market along with mortgage payments, property taxes and utility expenses.

*Visit our website [www.stagingprince.com](http://www.stagingprince.com) and sign up for our free monthly newsletter, *The Prince's Quill*, with advice for Hudson Valley home sellers. Call us at 845-875-4561 for a professional home evaluation.*

Do you want to sell your home in weeks instead of months? Here's our advice:

1. Have your home professionally staged.
2. Don't take photos until your home has been staged, to avoid being weeded out.
3. Make sure your photos are ultra-wide angle, sharp and well-lit, to avoid being weeded out.
4. Post your photos everywhere buyers will see them or hire a savvy agent to do it.
5. Even if you don't list with an agent, at least pay a commission to buyers' agents.
6. Price your house competitively based on prices and recent sales of comparable homes.

\*Averages per StagedHomes.com survey of 1000 home sales Nov 2008-May 2009

**[www.StagingPrince.com](http://www.StagingPrince.com)**

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