

Before staging



After staging



Home Matters

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How and Why Home Staging Works

People buy their homes on **emotion** ("dream home").

Home staging is a combination of decorating and marketing, which also takes into account the **psychology of home buying** by creating certain moods and emotional connections.

Home staging services are **customized** to the needs of each home by highlighting key impact areas, maximizing desirable features and minimizing undesirable features.

Home staging maximizes buyers' **first impressions**.

Only **5%** of buyers can truly visualize the possibilities; most see what is—not what could be.

Prospective buyers formulate an opinion of a home in the first **90 seconds**.

A staged home is perceived as **well maintained**.

Attractive, well-maintained homes **are shown more often** by realtors.

Staged homes **look better in print and internet advertising**, giving them the competitive edge by getting them onto buyers' "must see" lists.

86% of buyers view homes online before scheduling an appointment with a realtor.

91% of real estate professionals recommend home staging before going to market.

Indianapolis' Premier Home Staging Company

Experienced, Affordable, Effective
With Proven results!

How may we help you?