



Home Matters

"Where Home Always Matters"

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What is this Profession?

You may have noticed that there are various names to describe one profession: Home Staging, Home Stager, Real Estate Merchandiser, etc. Let's start by addressing the name—and then explore why the process of home staging helps homes sell faster and for top dollar.

What is home staging and what is a home stager?

Although we, at Home Matters, are professional home stagers, we prefer to use a more-descriptive and less-confusing term: **Property Presentation Specialists**. Our job is to present a property to the buying public in its best light to maximize its selling potential. We are professional consultants who are experts in home design and marketing. We can objectively evaluate a home, identify the stumbling blocks that may prevent a timely sale, and use proven techniques to remove these blocks. We are trained in the fine art of presenting a property to enhance its space, features, and focal points so that it appeals to the maximum number of buyers.

Why choose to stage?

Because staging works! All things being equal, a staged home will sell faster and for more money than a non-staged home. Home staging often pays for itself because, in most cases, the return on investment exceeds the initial cost. In fact, *Money* magazine, in its June 2006 issue, listed home staging as the number one thing a home seller can do to improve the chances of a profitable sale. **At Home Matters, our staged properties average 47 days on the market before an accepted offer and home sellers receive an average of 98% of their list price after having us stage their home. We have worked with over 550 home sellers in nearly five years. Let us help YOU!**

Why does staging work?

Staging works because people buy their homes on emotions. They buy a home that "feels" right, and how they react to any given home will determine their level of interest. The days of just listing a home, sticking a "for sale" sign in the front yard, doing a little clean-up and hoping for a quick sale is rapidly disappearing. Today's buyer does not want to replace, repaint, or remodel. There are plenty of homes out there

competing with your home that do not need anything done to them, that show extremely well—both in internet marketing photos and in person—and that attract a large number of showings because of their emotional and visual appeal. These are the homes that will sell faster and for top dollar. These are the listings that have a competitive edge.

What if home sellers think they can stage the home themselves?

If they have a natural eye for decorating, and skills in merchandising products, perhaps they can. It takes a variety of skills to properly stage a home. Staging is an involved process—much more than just sliding some furniture around, clearing off kitchen counters, or packing up a few things. Most people simply do not have the ability to be objective when it comes to judging how their home looks to potential buyers. Generally speaking, most are not trained in decorating, space planning, furniture arranging, or accessory choices—not to mention the psychology of home buying and selling. Owners tend to decorate their homes like they want them to look and feel, which is fine for living—but not for selling.

Is home staging like interior decorating?

Yes and No. Although one needs a good sense of design for both interior decorating and staging, the processes differ both in intent and practice. Interior decorating is done for the customer living in the home and usually involves the purchase of new furniture and accessories. Home staging, more often than not, involves the removal of furniture and personal clutter. Home stagers may need to add additional lifestyle accessories back into the home to improve upon the appeal, but these items are typically rented rather than purchased. With interior decorating, the designer is creating a space with the unique tastes and desires of the customer in mind. In home staging, it is just the opposite; we create a space that will appeal to a large number of people. A professional home stager is skilled at creating certain moods and emotional connection points that emphasize the positive qualities of any given property.

I've sold plenty of homes before without staging them, so why now?

In the last few years, everything in real estate has radically changed because of the increased use of the internet and the onset of widely-televised home improvement programs, such as those on HGTV. Now, with just a few clicks of the mouse, buyers can view every available home that meets their search criteria. This translates into greatly-increased competition to make buyers' "must see" lists. Expectations have changed, so it's more challenging to sell your home today. Together—as part of your marketing team—we can give your home the competitive edge.

Allow us to be your Property Presentation Specialists!