

## Home Staging Article

By: Marty MacPhail & Bonnie Dell

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Home staging, the process of preparing your house for sale, will put you in the director's chair when selling your house. By setting the scene in your home, you can appeal to the emotions and imagination of your audience of prospective buyers. Staging will allow you to direct the action for a faster sale for the optimum price.

Home staging is all about presentation. Home staging is essentially showing your home by putting its best features forward and appealing to the broadest range of potential buyers as possible. It's about creating a buyer-friendly environment. It's about the potential buyer's perception of your house as they walk through. It's all about first impressions.

Staging will enhance the true value of your property no matter what its size or style. Home staging will connect your home with the hearts of your potential buyers. How buyers feel in your home ultimately influences whether or not they make an offer, what price they offer and how quickly they make an offer. When potential buyers walk into your home, the stage you have set and the atmosphere you have created will connect with their hopes and dreams for a new life in a new place.

In the highly competitive real estate market, your house needs to be priced right and it needs to look better than the competition. Various studies have shown that a staged house sells faster and for more money, and the longer your house is on the market the lower the selling price will be.



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The way you live in your home and the way you sell your house is quite different so it is likely you will need to make some changes to improve it's attractiveness to potential buyers. Leaving your house in "as is" condition, only helps to sell the competition. If your house hasn't been staged, it may well be used as a comparison with those that have been. Potential buyers only know what they see, not the way it could or should be.

Don't make the mistake and overlook that your house needs to appeal to real estate agents as well; otherwise, they will pass it by in favour of other properties they think they can sell.

Home staging is one of the most powerful marketing tools you have when selling your house. It can make the difference between a successful quick sale and a price reduction.

Staging works!

*Marty MacPhail & Bonnie Dell are the authors of The Do-It-Yourself Home Staging Kit for Homeowners. The Home Staging Kit contains over 275 proven, time-tested tips and techniques and has contributed to the successful sale of over \$1Billion worth of real estate.*

*The Do-It-Yourself Home Staging Kit for Homeowners can help you sell faster and for maximum value.*