



Changing Your Listing Presentation Script

I understand you are a bit resistant to staging so let me ask you something, if you and I were to work together to sell your home, what would have to happen in order for you to look back in a year or two and remember the experience with a positive memory?

Agent: Let homeowner answer, they typically will say, well I would love to sell quickly and be able to move on, etc.

Agent says: I can help you do that. However, in order for me to help you do this and get the best possible outcome, I collaborate with a professional real estate stager. I believe in staging so much, that I won't take a listing unless it is staged. My job is to sell real estate and I want to do the best possible job for my clients. In my personal business when we have taken a listing and did not have it staged, my hands were pretty much "tied". I am at the mercy of the market and buyers who cannot visualize the space. In addition, those same buyers who can't visualize the space will 100% for sure be seeing other homes that are on the market that are actually staged.

Let me show you on my phone/tablet. (take a photo of the living room) This is how your living room will look to a buyer when they look online for property. It is a fine living room for living day-to-day. Now look at this staged listing. Do you see the difference in all the photos? Buyers look from their phones and computers and will see the same thing. They will be attracted to this other listing and in fact, may not even want to look at the unstaged listings.

Nevertheless, even if they do actually venture into the unstaged listing, it will be underwhelming when they compare it to a staged listing. The staged listing will make more of an impact. Since it is my job to act in the best interest of my clients, I insist my listings be staged. My listings when staged typically sell in X time and sometimes for X over list price. Simply put, staging works. It is merchandising your #1 asset. Think about that, your home is most likely your #1 asset. It is your investment, your nest egg, retirement, and your future. By not staging, you are not proactively doing all you can do to secure the best outcome. When my clients do not stage, the process takes longer, they do not get the offers that staging brings. They all tend to regret not staging.

Imagine one of those HGTV shows that flip houses. It is a business, and selling your #1 asset means making a business decision that will secure the best outcome. Does this make more sense? When can (insert stagers name) come and give you a consultation, Thursday or Friday?