



POWER OF HOME STAGING

HAVE YOUR LISTING WIN THE ONLINE REAL ESTATE BEAUTY PAGEANT

By Tamara Grant

October 2018

Stage it, List it, Sell it!

Imagine if every buyer who sees your house fell in love with it? Remember, buyers are looking for a *home*, so it is important to inspire your buyer because they buy with aspiration. Don't underwhelm your buyer, excite them with eye catching looks.

California, Oregon, NYC and Toronto are way ahead of the curve with staging being the norm and common practise. Like a tsunami, the cusp of explosion is taking over real estate. Why?

Because first impressions are made in the first 8 seconds. In order to attract the highest number of potential buyers, you must make it stand out! Don't be at the mercy of the market, a home is only worth what someone is prepared to pay for it. The way you live in your home and the way you





would market your home for sale are two different things. Perception is key!

It's a fact, home staging is a marketing tool that demonstrates immeasurable value. Companies don't spend billions on merchandising their products for no reason, because it's an investment that pays off. Home staging is to homes like dressing food is for a cookbook, detailing a car for sale, applying makeup and accessories to a model, adding icing and sprinkles to a cake loaf. You improve upon a product and the price and the demand goes up.

Home staging takes the worry out of marketing your home by creating buying signals and elevating the look of the home and its architecture. Staging makes buyers want to buy, that's merchandising!

MERCHANDISING HOMES

"Hunny, I'm home!"

Experts say staging is the only way for future of real estate and nothing sells homes like home staging. It's a proven fact that staged properties sell faster.

According to RESA's (Real Estate Staging Association) National Statistic Report, homes that were staged first actually spent 90% less time on the market!

90% of home buyers search online during their home buying process. What does that mean for real





estate? Online photos look its best as it is the first place your buyers will be looking. Extra special details make the difference and make your product for sale photo worthy. The better it shows gives you the ability to attract a wider array of buyers. This means more foot traffic coming to the open houses and private showings. A first impression is in the first 8 seconds, make it the best it can be by boosting your home's potential. First impressions should be your first priority. You only get one chance and those first 2 weeks on the market are crucial.

When you successfully transform the look of a home with fresh paint, repairs or replacements, deep white-glove cleaning, staging and professional photography, you can enhance the value therefore justifying a higher price point. An important tidbit of information is that 60% of first time buyers are Millennials, the biggest pool of buyers. Today's Millennial buyers want a move-in ready property and are willing to pay a premium for that. They do not have extra disposable income for repairs and upgrades. To make a further point, would you prefer move-in ready?

It's not enough to just declutter, you need to optimize the viewing condition. Warren Buffet, one of the world's greatest investors says "Rule #1: Never lose the money. Rule #2: "Never forget rule #1". In other words, maximize the fullest potential value



of the home by not leaving any money on the table and taking it to a whole new level, putting the property at the top of the market.



Home Staging builds a stronger foundation and banks a bigger profit. Don't just sell your home, get the most for your home.

It's all about making a positive impact. Home staging enhances the home buying experience, creates a story, has your buyer picturing themselves entertaining and visualizing their life. Staging is the modern key component and has the power to help sell real estate. Put gas in your car *first*.

COMPETITION "Create that WOW factor!"

People are always drawn to things that look better, it's human nature. Put your best foot forward by seeing an opportunity and capitalizing on it.

If you're not staging, know that your competition is. Don't have your home sitting on market. Get a leg up on your competition and have some skin in the game with the power of home staging. Achieve optimum views by enhancing the ambiance and embellishing the bonuses. How does your listing look in comparison to your competition? According to the 2015 National Association of Realtors, 32% of Realtors see an average increase of 1-5% and 16% of Realtors see an increase of 6-10% over asking price. Does your property look and feel worth the money you're asking for?



COLLABORATING “Team work makes the dream work!”

Realtors should ask themselves, how important is it to give my clients the best service? How important is it to sell their property quickly and for the most

equity possible? How important is it to avoid a price reduction

and/or additional monthly carrying costs? The investment of staging is less than a price reduction.



Having your Realtor partner and recommend a professional and reputable Stager will help make your life easier with real estate enhancing. Your Stager will have the same goal as the Realtor and you, the home owner. It's a win/win/win situation.

According to 2015 National Association of Realtors Profile of Home Staging Report, 90% of agents believe that staging has impact on the dollar value of a home. In addition, the 2011 National Association of Realtors report states every \$100 invested yields \$400 in return.



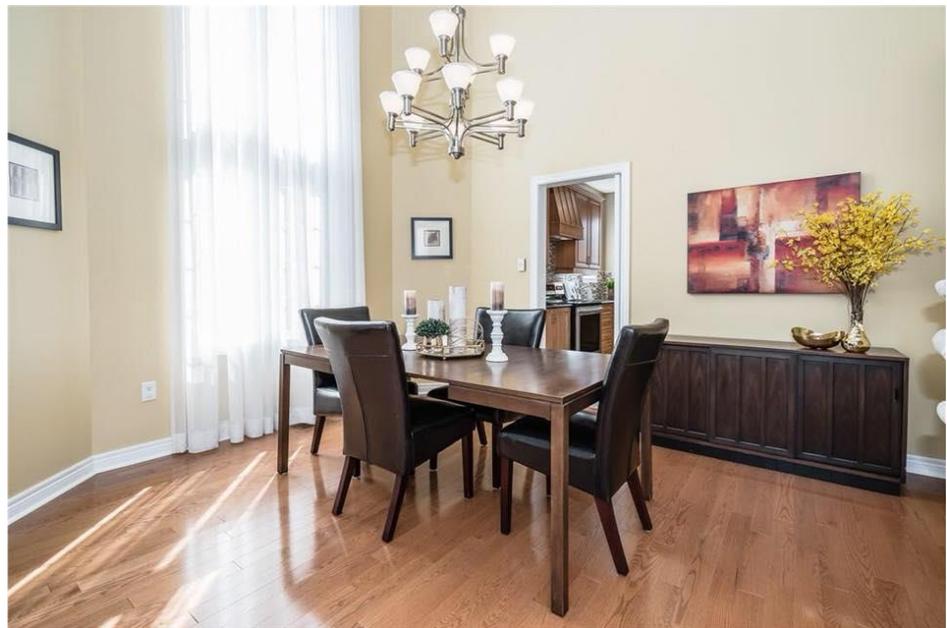
Home staging is a business expense for a Realtor and will also help Realtors retain client respect, retention, referrals, comfort level, and increase buyer's interest.

You cannot control a lot of things: the housing market, interest rates, the mortgage or lending requirements but what you can control can make all the difference to how much extra profit collected from the sale of the home. Less days on market makes a Realtor look like a superstar! Home staging gives you the best bang for your buck and in the best interest for all parties: the Realtor and seller (and buyer too!). Not to mention, it's a success for your home stager. Buyers buy with emotions and staging helps engage their emotion. Arm yourself with the secret weapon to real estate by working it into your budget from the





beginning \$3,000-6,000 depending on the size of a vacant home. Vacant homes no longer work in today's real estate market. They sit longer and there is no point of reference and rooms appear smaller. Vacant properties also make buyers focus on the negatives and they lack emotional appeal. Be sure to hire a professional Stager with specialized knowledge to avoid any unnecessary stress. Home owners are realizing the value of home staging being on the rise, don't sell yourself short by underestimating the value. The goal is to have them fall in love with the home, so be sure to start with the best approach.



Written by Tamara Grant USC™ TCSS™ RESA®, Home Staging Specialist and CEO of Destined Dreams Home Staging and ReDesign Co.

CALL US (647) 891-3381

www.DestinedDreams.ca