

## ***Realtors Benefit from Staged Homes***

1. They makes more commissions:
  - Listings sell quicker
  - Listings sell for more money
  - Less money spent on advertising because home sells faster
2. Less chance of negotiating commissions if price drops
3. Avoids having to be a *bad guy* and tell their client negative things
4. Home is shown more often, increasing there reputation community awareness
5. Builds their reputation for excellence and marketing
6. Appraisers may appraise a home that looks sharp higher than one that doesn't
7. More time to pursue other deals because their listing sells faster
8. Ego - Every woman loves to have a handsome man at her side; every man loves to have a beautiful woman at his side and every agent loves to have a beautiful home as a listing

Well staged homes are a win-win situation for both the listing agent and the seller. Failure to capitalize on this advantage is unfortunate for both - so take advantage of the opportunity.

### **Homes To Sell, Inc.**

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