

## Home Staging and Model Home Philosophy!

What do New Model Homes have in common with Staging a Home? They are both competing for the same home buyer and they are both marketable products!

In this phase of home staging, we like to say what we do is 'put the value of the home right up front in full view' just like the model homes we decorate! Our background is extensive in model homes so our home staging style is to approach your home as though it were a model home. New homes have good features to build upon including flaws that we disguise.

If your home is occupied and you need to get it market ready, you will have parameters and limitations that model homes don't have.

**Tip:** The very first things you need to ask yourself are:

- What are the best features of this house?
- What are the worst features of this house?
- What is the value of the house if we don't do anything?
- What could this house be worth if we staged it to sell?
- What if we added home improvements? What would the house be worth then?
- Write them down, and then ask everyone who knows you the same questions. You will be able to get a good idea as to how to proceed with the selling of your home and a good idea of your home staging budget.

Set the stage for the show like a set designer.

Believe it or not, you should be able to use most of what the homeowner already has in the home. You can also move piece from one room to another if you think it presents a better design.

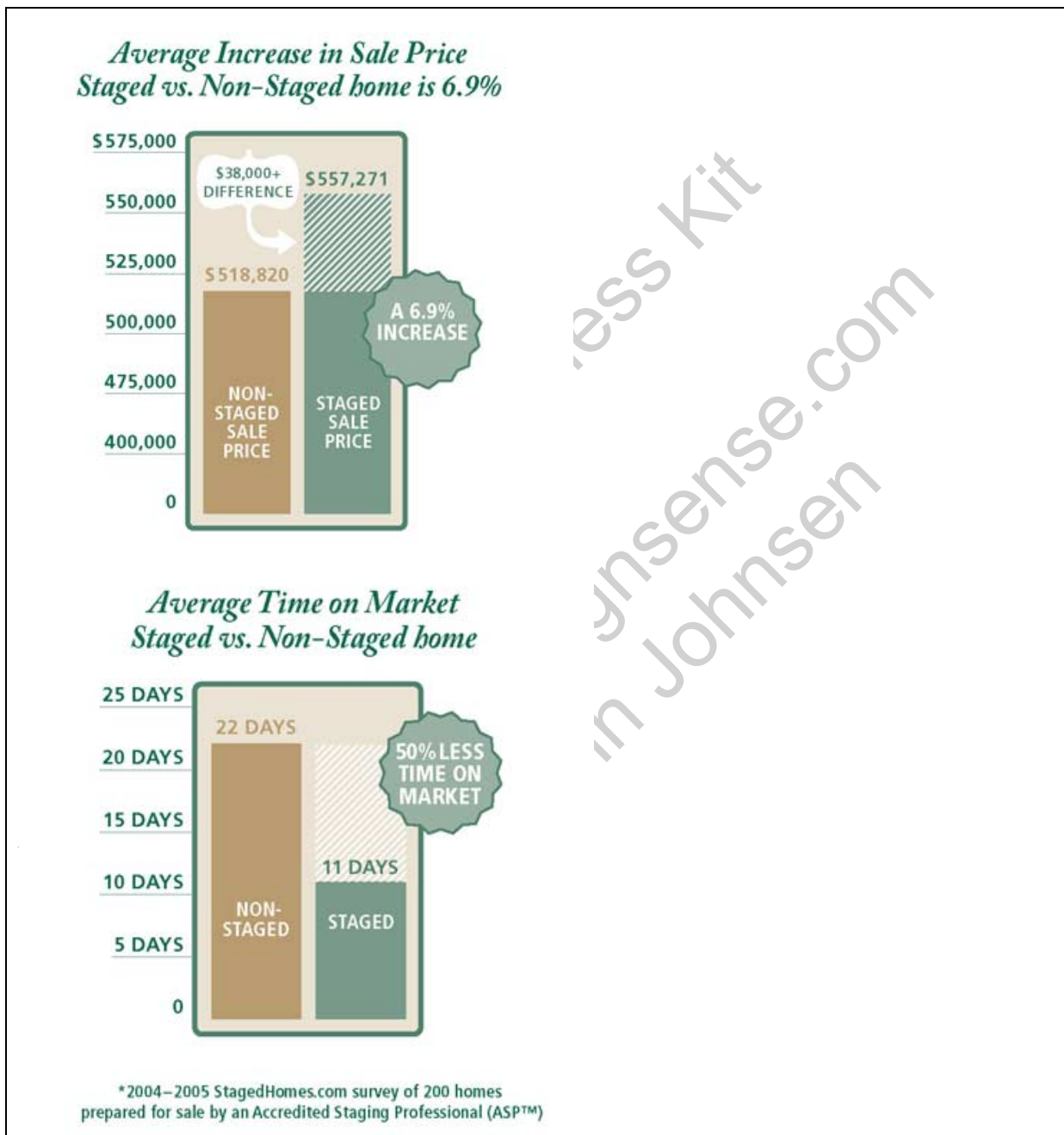
You will learn how to view a room or an object with new vision. How do our eyes work with spaces in relationship to our emotions? Begin by paying attention to how you feel when you enter any room and chances are, others will have similar feelings. You can optimize every penny you spend when home staging if you know what you are doing.



Before and after shot of a staged family room. Quite a difference!

## Can Home Staging Make A Home More Valuable?

According to most statistics and homeowner's...yes!



The above chart is a little outdated for today's market; but it will give you a good idea of how home staging affects the real estate market. And it is more important now than ever before.

The average house sells in 48 days, whereas the average staged home sells in 24 days – that's half the time! There have also been many cases where a property has

sat on the market for six months or more without selling. Then, once a stager was brought in to stage the home, that home sold within weeks or sometimes even days.

There are never any guarantees when it comes to selling real estate, but the statistics do show that staging your home can greatly increase your odds of selling quickly, and for more money.

Today homeowner's need the help of home stager's to give them the edge in a very tough market! It's up to you to help them with that outcome.

## Overcoming Staging Objections from Home Sellers!

Home Staging and Marketing come out of the same budget. Home sellers do not give marketing a second thought; so a home seller's perception of marketing is that it is the agent's job because that is what they do! "Why should we pay for that?"

It's no wonder they are astounded when their agent tells them they need to get their own home market ready! "What? That is not our responsibility, it is yours!"

Of course; this is not true. Realtors just market the house for sale. They are not involved in the exterior or interior condition. They just want to make the sale...no matter what the condition.

**IMPORTANT NOTE:** Home staging can be a great selling point for realtor's to offer staging (this means you) at no cost to the homeowner. It could boost their client base by letting homeowner's know about the free service. You may want to suggest this to realtors you meet.

This means you would work out a deal to figure out a price to charge the realtor. This amount would most likely be taken from the realtor's commission; but you will get paid as soon as your work is completed.

Home sellers expect to have to do some things like clear off the refrigerator, make their beds every morning, keep the dishes up and mow the lawn.

Now they are told they need to do what?

- "Stage our house? Why?"
- "What the heck is that?"
- "We don't have the money for that!"
- "How much is that going to cost us?"
- "Why should we pay for that?"
- "Bob and Mary sold their house last year and they didn't have to do that!"
- "What is wrong with our house?"
- "We have been living here for years and it is just fine!"
- "If we have to do extra stuff like home staging, then you should pay for it!"

These are reasonable and natural responses. So how can you handle the objections?

Overcoming the objections:

- A new industry has emerged in residential real estate called Home Staging or Point of Sale Merchandising because the value needs to equal or exceed expectations for today's buyers. Buyers need to see what they are getting, and you, the seller, are competing with new construction model homes at similar price points; especially in today's volatile market.
- Trained professionals know what buyers are looking for and will show you what you need to do to optimize your home to compete in your neighborhood and *sell*.
- Home Stager's are very much like set designers or window dressers and know what lifestyle buyers are looking for in your area.

This is just a tiny chapter sampling. There is much more in the complete Home Staging Business Kit package. Start your own business or help sell your own house or even your friends houses.

Don't delay the houses on the market are moving and they will start moving quicker when prices come down. You should be prepared to make money now. Why wait? [ORDER NOW!](#)

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