

## HOME STAGING / REAL ESTATE / DECORATING

Home staging is the art of decorating, showing off the home's best features for resale purposes. The market for staging is shedding a “new light” on how to promote a home in the real estate market.

With a competitive market, buyers expect a home to be staged to show its fullest potential.

First impressions are HUGE, buyers have already made up their mind in the first 10 seconds when they step into a home. You must create a “WOW” factor! They want that “this is home” feeling. Once they fall in love with your home emotion over rules any must haves.

Have you noticed all the new shows on HGTV and the promotion for home staging? Two years ago many of you had not even heard the terms: home staging; room lift; home fluffing or real estate enhancement.

Fairbanks is catching on to this global trend of smart marketing to help maximize your return without spending a lot of money.

Professional home stagers and decorators help the seller net 5,000 to 50,000 more in value.

Everyone wants their home to sell quickly and for top dollar. Without staging first, you are only promoting your competition.

Most Realtors can help the seller identify what needs to be done prior to putting their house on the market. However, they may not recommend staging because they think the seller will make them pay for it out of pocket or their commission.

As a home owner you may be annoyed and frustrated at having to spend money to fix up your house.

Remember, buyers don't want to deal with problems that sellers have been annoyed with or overlooked for years. Hire a professional with a clean eye to point out what the buyers will notice and see.

An over decorated house with too much clutter and fluff will make it hard for sellers to see all the quality features. Remember less is best! A staged home is different than a lived in home. On the other hand an empty house does not show the home at its fullest potential. Only 5% of homeowners can visualize what scale of furniture will work best in the house. Don't lose out because the home is empty. Vacant homes also show all the flaws and mismatched fixtures and appliances.

Whether you want “full service staging” or “do it yourself”, your goal is how to make your home more appealing to homebuyers!

Home stagers should be someone you can communicate with easily, call around and ask questions. Home stagers will create an alliance with you to establish what needs to be done depending on your circumstance, time and budget.

IT'S ALL UP TO YOU... It may be as simple as declutterizing, depersonalizing and rearranging furniture and accessories for a smoother flow.

Home staging decorators will recommend professionals and assist with paint, tile, flooring selections and furniture rental if needed. Artwork and coordinating pillows can set the mood and bring a room together. Greenery and lighting will help brighten a room. Light colored side panels help soften window frames and warm up a room. Have an established professional or talented friend help you turn your chaos into calm, cramped spaces into open lay-outs!

By staging your house, homeowners will earn extra \$ “money” when they sell their home, making new experiences possible in their life!

Joan Stepovich  
Real Estate Broker  
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