

# Home Staging

## What is Home Staging?

If you're planning to sell or rent your property, you'll be facing a good deal of competition and your property will need to stand out from the crowd. Home Staging (also known as property styling, interior styling, or property presentation) will prepare your property for marketing, ensuring it is shown in its very best light to appeal to the maximum number of potential viewers.

## Will Home Staging help to sell your property?

Why are some homes snapped up when others are left languishing on the market for weeks or months (or even years!) waiting for those elusive viewers and offers? Well, buyers in today's market are much more discerning and vendors need to ensure their property is in tip top condition to secure the price they are looking for.

Home staging is a marketing technique that helps to sell your home more effectively. Vendors and landlords give themselves a head start in securing more viewings and offers by staging their homes. Tired, empty or cluttered properties are likely to be passed by, whereas those that have been presented as welcoming, well styled spaces creating an aspirational lifestyle that shows the full potential of the property, enable viewers to imagine themselves living there.

Did you know that many people are prepared to pay more for a ready to move in property and that professionally staged homes tend to sell for more? Buyers want to be able to envisage themselves living in your space. Most people will be unable to see past untidiness and cluttered spaces and few can imagine furniture in empty rooms. Disorganised spaces, unsuitable décor, outdated fixtures and unfinished repairs are other stumbling blocks. Uncared for gardens and scruffy frontages are let downs too: not everyone is looking for a project!

*Presentation is key!* Nobody will be interested in something that looks neglected; styling inside and out will improve the vendor's position when selling, reducing the reasons a buyer might have for wanting to negotiate on price!

## What can a Home Staging Professional do for you?

- A Home Staging professional will know the market and what people are looking for. The consultant will ensure that your home will be presented for maximum appeal to the highest number of potential buyers whilst keeping costs to the minimum.

- The consultant will be give an objective opinion on the state and style of your house; offering impartial advice on what needs to be done to make your property easier to sell. The way your home is styled now may not appeal to the widest audience. Personal taste and lifestyle can affect the impression a property makes. You may be emotionally attached to the home you've lived in comfortably for years and find difficulty seeing any areas that need tackling. Highlighting the property positives and identifying issues that could potentially deter a buyer, the consultant's aim will be to create a neutral, light and appealing atmosphere inside and an attractive frontage and garden outside.
- The consultant will know how best to make use of what you already own and very often just a change of layout, and perhaps the addition of a few new accessories will be all that is necessary for a transformation! Sometimes a little redecorating, or new tiling or carpeting for instance, may make all the difference. Refreshing tired kitchens and bathrooms may be suggested in some circumstances and empty properties will be more marketable with the addition of some hired furniture and accessories to main rooms. Previously empty and soulless rooms will then seem more attractive, homelier and larger, and buyers will be able to see how spaces can work for them. In all cases the consultant will offer the most cost effective solutions.
- Keep in mind too, that having a consultant providing you with professional advice on the right way to prepare your property and present it for sale will be far easier and much more effective than going it alone following a Googled list of 'tips for selling your home'!

## **When should you carry out Home Staging?**

Home staging is best carried out before marketing, but if the property is already on the market and you are finding difficulty selling, hiring a home stager will definitely be more cost effective than dropping your asking price!

With the majority of buyers viewing properties online first, this is most often where that all-important first impression is made. Advertising your property online is all about attracting as many potential buyers as possible. Therefore your property must look at its absolute best in each of its photographs. First impressions count and having your home professionally staged in time for the photographs (which, of course, should be of really high quality!), will ensure it stands out from the other hundreds of properties online.

Buyers generally make up their minds whether they want a property or not within minutes of a viewing, so it's vital to present your home in the best way possible. Professionally staged and photographed properties can sell for more and faster than unprepared properties in the same area. If your home is lacking in universally appealing style, or, if you are short on time to get your home market-ready, you will be giving yourself the best possible chance for success by hiring a professional home stager at the earliest opportunity!

## **How much does Home Staging Cost?**

Staging really doesn't have to be expensive. A staging consultant will advise on budget, looking to refresh your home for as little as possible. The cost will be relative to the property's value and condition, as well as the current housing market and how much work you can undertake yourself. Those worried about spending money on a home they are leaving (this could be around 0.25 -2.0% of the asking price) should think of any outlay as an investment for financial return when the property is sold, whilst cutting the time, stress and worry associated with it sitting on the market for a lengthy period, rather than unnecessary extra cost. Used in conjunction with a realistic asking price and marketing by a pro-active estate agent, good property presentation is bound to pay dividends!

## **Let's discuss your Home Staging project!**

Contact me to help you prepare and present your home to its best advantage – in a way that motivates buyers to make an offer! Your home needs to be one that they will find hard to resist! Apart from the usual influences, such as location, size and price, buyers are looking for a lifestyle. People act on emotions and if your target audience is offered an aspirational lifestyle, a look created to draw them in, offers will surely follow!

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