

# Set the Scene That Sells Your House

## THE PSYCHOLOGY OF STAGING

In today's real estate market, home sellers need a psychological edge to ease the home selling process.

They need to move on with their lives as quickly as possible.

On any given day, potential buyers have a list of properties to visit as long as their arm. When they enter a house for sale, they're not expecting to find "the one." They're looking for a reason to cross that house off of their list! This reason could be anything from an unmade bed to a leaky faucet. The seller needs a marketing tool that will set their home apart from competing houses for sale on the block. That marketing tool is home staging.

## Why Hire A Stager?

### From a real estate perspective...

...staging is fast becoming an integral part of effective real estate sales. It is recognized that staged homes sell faster and at higher prices. Staging transforms a home into a property with a wide range appeal. The home will no longer be designed for living in, but has the singular goal of an optimum sale.

### As a homeowner ...

...once you decide to sell your home it becomes a product, and as such you must compete with other products on the market. To have an edge on your competitors you must present your home to potential buyers in the best possible way. First impressions are lasting impressions and that is the key to home staging.

### STAGING WITH SOHOME

We provide the client with ideas, and/or hands-on help to showcase the home's best features, without any major renovations. It's about getting the most out of your house for the least amount of money — and closing the sale quickly.

SoHome Interior Decorating conducts an initial in-home consultation to determine what home staging solutions best suit the client's space. We provide you with a detailed written report that includes room-by-room recommendations for improvements that will appeal to prospective buyers in your target market. You may choose to implement the changes yourself or with our *Hands-On Help* service from SoHome Interior Decorating.



## SoHome Quick Tips

### CURB APPEAL

The first thing prospective buyers see is the front of your home. Make sure the outside of your home is inviting.

### DE-PERSONALIZING

When you decide that you are selling you have detached from your home. Home buyers want to walk forward into their future, not into your past.

### SCENTS

The first thing buyers notice when they walk through your door is the scent. Air out the house. Light aromatic candles, add air fresheners or add fresh flowers to create a pleasant smell.

### REPAIRS

Fix necessary repairs both inside and outside of your home. Perspective buyers will try and find things wrong with a home. This protects them from buying something that will need lengthy or expensive repairs and it will leave the impression on buyers that you have taken good care of your home.

### CLUTTER

Removing clutter can be overwhelming but if you are selling your home it is a chance to raise its value. The kitchen is the most important room in the home. Bathrooms should be immaculate. Remove additional furniture in the living room to make it look more spacious.

### ACCESSORIZING

Dress to impress! Stage your home as if you were inviting special guests into your home. Set your dining room table with your best dishes. Have clean linens on the beds, and have fresh towels in the bathrooms, put the fireplace on, play soft music in the background.

### LIGHTING

Make sure all the bulbs in your home are working. Leave a light on in the rooms. This makes the room inviting. Use dimmers where possible. Potential buyers do not want to walk into a dimly lit or gloomy home. Keep curtains and blinds open and make sure the windows are clean!

### REMEMBER...

**LESS IS MORE** - Rooms that have fewer items in them appear larger to a buyer!

## WHY STAGE YOUR HOME?

When selling your home, first impressions are lasting impressions. There are no second chances!

Staging provides the homeowner the opportunity to get the maximum dollar value for their home when they are ready to sell.

As a seller, you must present your home to buyers as best as possible to ensure a quick sale.

**Remember most people make up their minds in only 5 minutes about whether they like a house.**



## MAKE YOUR HOME OPEN-HOUSE READY

For clients who have already implemented our home staging solutions as outlined in our written report and/or made use of our Hands-On Help service, SoHome Interior Decorating sets the scene the day of your open house so your home looks its very best.