



**First impressions count. Lasting impressions sell.**

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## All Aboard!

### Gaining Seller Participation

When you show a home that has been properly prepared, you have the confidence that the first impression a buyer gets is a good and lasting one. Buying decisions normally depend upon the first impressions of the potential buyer and they happen in a blink of an eye. Proper staging showcases the benefits of the home in the best possible light and allows potential buyers to easily visualize living there.

In a market with a large inventory of homes in every price range available, it is critical to put the best face on a home. It's common sense – right? Why then are sellers still reluctant to invest in preparing their home to be sold quickly and for top dollar?

The average homeowner is emotionally attached to the property and all the hard work they have put into it. They can't be objective about the way buyers are going to perceive their home. They don't find fuchsia walls offensive so why would anyone else? They also have no idea how they compare to the other homes on the market. So, how do you convince the seller to invest in home staging? Here are some ideas:

- **Set expectations up front.** Preparing their home for sale is not an option. Help them to understand that you have standards that have to be met in order for you to list their property. By meeting these standards, they will have the best opportunity for success in today's market.
- **Show them the competition.** Let them feel how a properly staged house presents and shines among the other listings. Include before and after photos in your portfolio.
- **Use some of our favorite sayings** and some from Barb Schwarz, the Creator of Home Staging:
  - The way you live in your home and the way we market and sell your house are two different things.
  - Buyers only know what they see, not the way it could be.
  - The investment in staging your home is always less than your first price reduction.
  - Longevity on the market leads to one thing – a price reduction!
  - First impressions count, lasting impressions sell.
- **Use the press to your advantage.** Share these and other articles with your sellers to help educate them. Include copies in your portfolio.

### We Have Moved!

Our growth requires more room to warehouse our increasing inventory of furnishings. Located in the heart of Burien, our new office and spacious warehouse is ideally situated to service clients in the greater Seattle/Bellevue/Tacoma metro areas.

Thank you for helping Home Stage Advantage reach this exciting milestone, we truly appreciate your support.

Our new address is:  
919 SW 150th St  
Burien, WA 98166.

### Staging Tip

Don't know how to tell your seller what needs to be packed up? Try these rules to live by:

-Pack up anything smaller than a football

-Weed out closets by 1/2

-Place kids toys in bins or baskets and only keep out what they need

-Fill boxes with books. No more than 9, yes, 9 books per book shelf.

They have to pack anyway so why not get a head start?

- [Staging your House to Sell in a Bad Market](#)
- [25 Biggest Real Estate Mistakes](#)
- **Numbers talk.** Share statistics with your sellers.
  - ASP staged homes sell 80% faster than non-staged homes. This is critical in today's market as the longer the property sits, the greater the likelihood of a price reduction.
  - The average investment of full service staging is \$2,800 for the Western U.S. The national average price reduction is 10% - 20%. Using the low end of that range on a \$250,000 home is \$25,000!
  - Staged homes sell, on average, for 17% more than non-staged homes.
  - Just this month, three homes staged by Home Stage Advantage sold. They were on the market for over a year before staging. After staging, each of them received offers within two months – during the holiday season no less.
- **Play good cop, bad cop.** Bring an ASP stager in early in your discussions and let the stager approach the sensitive topics of changes that need to be made to the home. This way, your relationship with the seller stays focused on marketing and selling while the stager-seller relationship stays focused on preparing the property.

Try these ideas. If you have a reluctant client, call us at 206.550.4318 or [email](#) us and we would be happy to suggest other ideas based on your particular situation.

### Just Say NO to Vacant

Over 90% of buyers cannot visualize their furnishings in a vacant home. The pictures below are of a bedroom that was consistently called "too small" by the potential buyers viewing it. Staging stopped that complaint immediately!



The vacant room appeared small    Adding a queen size bed made the space seem bigger

### Lunch and Learn

We love what we do and we love to talk about it! Home Stage Advantage's Accredited Staging Professionals will come to your office and share concrete steps to staging. You'll learn:

- Competitive Advantage of Staging
- Why Staging Works

- 10 Secrets of Staging
- Gaining Seller Participation

...and best of all, we bring lunch! Give us a call (206.550.4318) or send us an [email](#) if interested.

Home Stage Advantage  
919 SW 150th St , Burien, WA 98166  
<http://homestageadvantage.biz/>

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