



**July 2009**

## The Secret Life of a Stager

### How to Utilize Stagers for more than Staging

You've seen it on HGTV. You've seen it on the news. You may have even seen it in person. It's the transformation of a home into a hot commodity by a stellar stager. A once drab and unwelcoming home that languished on the market can become an emotionally-connecting product that receives multiple offers all by the miracle of staging.

So how exactly does a stager make this all happen? They simply bring in furnishings and/or rearrange existing furnishings in an appealing way, right? Well, sort of.

Yes, stagers have the background, talent, and training to make a home more appealing and sellable. But there is another side of home staging that most people don't know about. The TV shows don't show it, the listing photographs don't show it, and you can't see it when touring a well-staged home. We call it the secret life of a stager. The stager's secret life may not be glamorous but it is a resource for you to grow your own business.

#### Secret #1 - Glorified Movers

This is the number one secret that many stagers aren't aware of themselves when starting this profession! Stagers are packers and movers. They pack inventory, move it into a house, pack it up after the sale, and move it back to storage where they unpack it, organize it, and store it—all without damage.

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#### OUR RECENT WORK

##### Featured Property



Seattle (Eastlake)  
Bed / Bath: 3 / 2.50  
Year Built: 2009  
Square Feet: 2,361  
MLS#: [29089655](#)

#### It's Finally Here!

#### 2nd Annual STAGAPALOOZA The Stagers Swap Meet July 18th

Come meet us and other local stagers as we shed some of our fine furnishings at our 2nd annual swap meet. More info at [www.resaseattle.com](http://www.resaseattle.com)

More time is spent on this than the actual staging.

Sometimes stagers hire assistants to perform this task, sometimes they do it all themselves. Either way, stagers have streamlined packing and moving and their 'lessons learned' can be useful to you and your clients. Ask a stager for tips to share with your sellers and/or buyers to make easy work of moving.

TIP: Use foam dish sleeves to pack dishes as well as small fragile items such as vases, candles, and art.

### **Secret #2 - Rental Companies**

If your seller's budget doesn't allow for buying new furnishings, turn to a stager for help. Stagers generally have warehouses full of home furnishings and will rent out items even if you are not using their staging services. Whether you need bedding, accessories, or even furniture, a stager will be able to provide the items at a fraction of the cost to buying.

### **Secret #3 - Professional Shoppers**

Next to moving, stagers spend a fair amount of time shopping. Now, this isn't your average trip to the mall. It involves researching best prices and quality, understanding current trends, knowing lead times, identifying "go to" stores for the best of a particular type of item, and it involves plenty of travel time - store to store to store. If you need that perfect item for your listing but don't know where to go, a stager will point you in the right direction, saving you time and money!

### **Secret #4 - Connections**

By virtue of what stagers do, they are well connected in the industry. Stagers interact daily with agents, builders and other professionals that serve the industry. Stagers have virtual rolodexes full of movers, painters, photographers, landscapers, investment firms, window washers, and more that they work with and would gladly refer.

### **Secret #5 - Photography Partners**

Over 90% of buyers go to the internet to view potential homes and the listings that get the most attention are those with professional photographs of beautifully staged homes. Talk with a stager about sharing the cost of photographs. It's a win/win: stagers need good portfolio photographs and you need them to sell your listings.

### **Secret #6 - Business Owners**

Stagers are small business owners and perform all the duties of one. Marketing, technology, sales, operations, administration, social media, research and development, customer service, accounts receivable,

accounts payable, continuing education, and the list goes on. Need a good accountant? Ask a stager. Want to take an industry relevant class? Ask a stager. Need some help with your website? Ask a stager!

The secret is out. Stagers are more than a staging resource. They are your partner and an invaluable resource in the real estate industry.

The mission of Home Stage Advantage is to provide the most effective consultation and services in the staging industry to homeowners, realtors, builders, landlords, and leasing agencies to allow them to maximize revenue in their real estate transactions by giving them every advantage possible.

We focus on creating buyer-friendly environments and improvements to real estate that allow it to be sold quickly and for top dollar. Our extensive experience in design, organization, and staging allow us to provide creative solutions for any type of home.

**Sincerely,**

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