



September 2009

Defects Demand Disclosure

Ethical Stagers Never Conceal Flaws

The goal of staging is to present a home in the best possible light. But staging is NEVER EVER meant to 'cover-up' actual flaws or defects.

For us, it's not only a personal moral issue; it's a part of our professional code of ethics. As professional stagers, members of the two largest staging organizations, and as highly ethical business people, we adhere to a code of ethics, which means we do not knowingly cover-up flaws or defects. If a home needs repairs, those repairs should be made prior to staging. In fact, a good stager will recommend this even prior to providing a staging bid.

Now, there is a difference between real flaws or defects and simply overcoming a home's shortcomings. A worn wood floor is a shortcoming. Wood rot is a defect. Staging can show how that worn wood floor can look fresh with an area rug. Using an area rug, however, with the intent to cover-up wood rot is ethically (and legally) wrong.

Fixing defects is always the best course of action and will ultimately yield a higher selling price. That said there are some defects that are not as significant as others. For example, a gouge in an otherwise solid wood floor does not compromise the structural integrity of the floor, and it can easily be covered with an area rug. It is still a defect, but certainly one that a potential buyer could live with. Demonstrating to the buyer a way to downplay the defect is acceptable as long as the seller (and the agent) disclose the defect.

Staging is about letting the best features of a home shine through, not hiding serious problems. It's our professional (and ethical) role to educate our clients about the difference between defects and shortcomings and to work

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OUR RECENT WORK

Featured Property



24917 161st Pl SE
Covington, WA 98042
Price: \$395,000
Bed / Bath: 4 / 2.50
Status:Active
Year Built:2001
Square Feet:2,410
Lot Size:5,785 SQFT
Bed / Bath: 3 / 2.50
MLS#: [29111272](#)

Amazing August

Sales Up Again!

August used to mean SLOW in the real estate world. Not this August! Western Washington pending sales soared to nearly 21 percent over last year. Additionally, inventory levels

with them to present their home in the best possible way.

A Picture is Worth a Thousand Words

We've written about the importance of having plenty of good quality photos of your listings and it's important enough to reiterate. We've seen a plethora of listing photos that are less than appealing and do nothing to showcase the home. With the abundance of inventory available, photos are a critical marketing tool to help your listings stand out from the rest.

It's well known that the Internet is the number one search tool for most home buyers. Almost 90% of potential home buyers go to the Internet first to find their next home. How your listing appears online is crucial to getting potential buyers in the door. Buyers respond to strong visual images and statistics show that the more photos are attached to a listing, the more time a buyer will spend viewing that listing. There is a direct correlation between the quality and quantity of listing photos and days on the market.

Crisp, clean, colorful photos are an essential marketing tool to entice and stir up emotion in the buyer. Today's buyers research and browse photos of homes at high speeds, which means your photos must catch their eye and cause them to want to see and ultimately purchase the home. If your home doesn't look good on the Internet, it will be dismissed with a quick "click."

Whether you take the photos yourself or use a professional real estate photographer (recommended), keep the following in mind to obtain the best possible photos:

- **Stage.** A professionally staged home photographs better because it is styled to appeal to a broad range of buyers.
- **Highlight.** Be sure to highlight areas of property that are unique.
- **Multiple shots.** What the camera lens sees versus what your eye sees can be very different. Taking multiple shots from different angles ensures you'll capture a good shot of the scene.
- **Light.** Be sure there is plenty of light by opening drapes and blinds fully.

As the cliché goes, "A picture is worth a thousand words." Make sure your photos are 'speaking' volumes about your listings.

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

dropped more than 18 percent, according to the Northwest Multiple Listing Service. The over 7,500 pending sales for August is up over 250 from July. Prices are increasing, sales are increasing, and inventory is being reduced. This is the result of everyone's hard work and is the direction we want to be moving in!

Have you Heard Us on the Radio?

Condo Tour is Here

We are proud sponsors of the Western Washington Condo Tour. For the first time, this tour includes both the Eastside and the Seattle area. See more at [HSA on Fisher](#)

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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