

## Top 10 Reasons You Should Professionally Stage Your Home

### 1. You will make more money.

U.S. Housing and Urban Development reports that a staged home will sell, on average, for a 17% higher price than an un-staged home.

### 2. Your house will sell faster, which equals less headaches and hassles.

The New York *Village Voice* reported that the average number of days an un-staged home is on the market is 30.9 days versus 13.9 for a staged home.

### 3. The cost of staging doesn't cost a dime.

In a 2007 Home Gain Survey of over 2000 realtors, it was discovered that sellers who spent typically \$500 on staging services for their home recovered over 343% of the cost in the sale of their home.

### 4. Most home sellers cannot view their house objectively.

If you can't see objectively, you can't package effectively. Have a staging professional get your home into its most advantageous condition for showing.

### 5. You'll have less guesswork and "Do It Yourself" work.

A professional home stager can manage your projects from start to finish. Or, they can give you a detailed enough report based on their extensive knowledge and training to have you "do it yourself".

### 6. Only 10% of home buyers can visualize the potential of a home.

This is why staging a home is critical! You don't want the advantages of your home overlooked and left up to the buyer's imagination.

### 7. The longer your home is on the market, the lower the price will be.

According to a National Association of Realtors survey, homes that sold *after four weeks* on the market sold for 6% less than ones that sold *within the first four weeks*! Don't be in a position where you have to lower your price. Have your house staged first!

### 8. The money you make may be tax-free. The money you spend is tax deductible.

Take advantage of a possible tax-free capital gain by getting every dollar possible!

### 9. Leaving your house in "as is" condition will help *sell the competition*.

Right now the number of homes for sale on the market is at a record high. Competition is stiff and buyers have very high expectations. The key to competing is professional staging.

### 10. You can relax.

You will have the satisfaction of knowing you have done absolutely everything possible to affect a quick sale of your most valuable commodity and for top dollar!

***You only get one chance to make a first impression—make sure it is Beaux!***

**For more information or to schedule a consultation please  
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