



Home Staging is the professional preparation of a home for sale to improve results.

Staged homes typically sell 50% faster and for more money.

Contact Info

860.808.4171
susan@roomsthatwork.com

222 Main St., Suite 317
Farmington, CT 06032

www.roomsthatwork.com

About Rooms That Work

Susan Smith is the owner of Rooms That Work, an Interior Decorating and Property Merchandising company in central Connecticut.

Rooms That Work was established to provide an inexpensive solution for homeowners, whether selling or staying put.

Her company's motto "your home, only better" reflects her belief that every home has potential to be the best it can be, whether selling or not!



So you are moving, and not sure if your home will not bring top dollar or sell quickly in its current state. Sure you could just run a vacuum and hope that potential buyers fall in love with your home. After all, you've enjoyed it just the way it is for some time now! *But here's the kicker - **how you live in a home is very different than how you sell a home.*** Buyers need to see your home, not your lovely furnishings or family memorabilia. A stager's job is to feature the home itself and appeal to the widest range of buyers possible. It's not about your personal taste, it's about marketing.

So where do you begin? What should you expect? How much does it cost? Is it just like on TV? Will you be uncomfortable? These are some of the questions I often hear from homeowners. Hopefully the following FAQ's will help put your mind at ease!

How do I find a stager? Ask your real estate agent for suggestions, try searching via www.activerain.com, or Google for one in your area! And don't get hung up on "credentials" as they don't exist in this industry. Being "certified" means the stager attended a training class. Base your decision on the stager's portfolio, professionalism, and referrals.

How does the process work? If you hire a stager to do a consultation, you'll end up with a detailed report of findings with a "to do" list for you to complete the staging work yourself. The stager will tour your home and take lots of pictures and notes. Not sure you want to do the work yourself? The stager will always be happy to provide an estimate to do the staging work for you. Plus, you will be equipped with a customized list of "to-do's" to prepare for home showings.

Will the stager always rent furniture? Staging is effective for both vacant and occupied homes. A stager will rent furnishings for a vacant home and buy the appropriate accessories to finish the home. For an occupied home, the stager will work with the homeowner's furnishings, and supplement items where necessary.

Is it like on TV? Yes and no. Yes, stagers make a big difference in how a home is presented to buyers. But don't expect every stager to want to knock down walls, and bring their own construction crew who doesn't charge for their labor time. This is the *real* world!

Will I be uncomfortable? Any advice your home stager gives you is purely based on appealing to your target market, not your personal decorating style. And while living in a staged home can be uncomfortable, take comfort that it is only temporary, and will most likely save you money in terms of a faster sale and a higher asking price than if your home were not staged.

How much does it cost? A consultation typically costs \$100 to \$400, depending on the market and the size of the home. Actually hands-on staging is based on what is needed, and averages anywhere from \$75 to \$150/hour, depending on the market and the stager. You should always have a written estimate prior to any work being done.

What will I get out of it? Staging is an investment to help your home sell faster and for top dollar. While your qualified real estate agent will provide their expertise to price the home appropriately, the stager will make it show better than other homes in that price range. A staged home typically sells 50% faster than an unstaged home. The faster a home sells the less chance you'll need to reduce your price! Staging expenses can be tax-deductible as well. Consult with your tax advisor for details.

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