

## Home Staging 101 - A Very Basic Explanation of Home Staging

**Presentation is key when marketing a home for sale.** A buyer's perception of a home will determine its value to them. Does the home appear to have been well maintained? Is it spacious, with a good flow from room to room? Are the rooms painted in current, neutral colors? Does it have any special features like custom cabinetry or molding? Are the appliances new or in like-new condition? Are the floors and carpets in good condition? Is the home emotionally appealing? **Home Staging is the key to answering all these questions "YES".**

**The term "Home Staging" is often times misinterpreted.**

**Here is a very basic explanation of Home Staging:**

**Home Staging falls into two categories...Vacant and Owner Occupied Staging.**

**Vacant Staging:** The house is empty. Stager gives advice on paint colors, flooring and any other improvements needed.

Stager furnishes home. Sometimes it's fully furnished and sometimes just key rooms are furnished. Owners pay staging fee and monthly rental fee for furniture and accessories.

**Owner Occupied Staging:** Owners will be living in home while it's listed. Stager gives advice on paint colors, flooring and any other improvements needed.

A decision is made as to whether or not owner's furniture will be used or new furniture will be bought or rented.

### **Option 1:**

Owners hire stager to do all the work.

### **Option 2:**

Owners follow prioritized To-Do list provided by stager and when they have completed their "homework" stager returns to tweak and finalize the transformation.

**Home Staging is a broad term.** It's about identifying and completing what needs to be done in order to make a home as visually and emotionally appealing as possible.

Home Staging includes cleaning, organizing, repairing, repurposing, and replacing.

It's choosing wall color, flooring and light fixtures. It's determining furniture placement and room definition.

**Whether it's Vacant or Owner Occupied staging,  
the first step is a Home Staging Consult.**