

Professional Home Staging Advantage....
Helping you increase the return on your most valuable asset!

Does your property stand out from the competition?

Home Staging is the latest concept in effective real estate marketing. Regardless of price, condition, location, or square footage, every home can benefit from this powerful marketing tool.

HOME SELLING RULE #1

**Let go of the personal feelings you have about
your house.....**

**It's no longer *your home*;
It's now a product to be strategically marketed.**

First step is a room-by-room tour to create a detailed Plan of Action.

Furniture is rearranged to show space and function and to guide the eye toward positive and away from negative features of each room. The house is de-personalized and de-cluttered, giving it a more expensive appearance to justify its asking price.



www.sharontara.com

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