

*“The investment
in Staging is
always less
than a price
reduction!”*

Barb Schwarz
Creator of the
Home Staging® Concept

TOP TEN BENEFITS OF HOME STAGING

1. Faster Sales Time - Reduce Time on Market
2. Best Sales Price
3. Professional Image - Staged homes look better in print and internet advertising.
4. Great Market Differentiator
5. Distinct Marketing Advantage over non-staged homes
6. Attract a broader range of buyers - Staged homes are more appealing and are recognized as the best properties to see.
7. Buyers view Staged Homes as well cared for properties.
8. Building Inspectors view Staged homes as cared for properties.
9. Appraisers are more likely to appraise Staged homes at full value.
10. Tax Advantages - Staging may be tax deductible as a service done to specifically prepare your home for sale.