

*Coastal  
Stage and Rearrange*



# Purpose of Staging

- Draws a buyer in – having them fall in love with your seller's home as if it were their own
- It is **NOT**: decorating, decluttering and freshly baked cookies
- It **IS**: a science – the art of perception – a statistically proven marketing technique that:
  - Creates mood and desire
  - Helps overcome objection



GOAL =  + 

- Sell for the most money
- In the least amount of time

# A Knowledgeable Realtor

Will recommend this service to their client or potential client because.....

- Highly effective tool to market a home
- Provides objective third-party expertise
- **Professional MLS photos** generate greater perceived value, buyer interest/increased traffic
- Creates and satisfies a higher level of expectation
- Flexibility on pricing
- Tax deductible





# *A Knowledgeable Realtor Will Add Staging to Their Marketing Mix because it will:*

- Enhance the value you provide your clients
- Partner with a third-party expert who will deliver the difficult messages
- List/market your properties 100% of the time
- Get paid faster/get more listings
- More flexibility on pricing
- Offer a unique positioning within in the marketplace

# *How do you sell the concept of staging to your seller?*

- The seller's **home** is not for sale, but their **house** is
- Consider it a product that has to be “packaged” and marketed
- **Staged homes spend 78% less time on the market**
- Staging is tax deductible!
- Staging highlights pluses;
  - downplays minuses
- Helps reduce carrying costs
- Sells faster/more money
- A staged home appears
  - well-cared for



# Buyers and Sellers Today

- The average age of today's home seller is **57...**
- The average age of today's buyer is **32...**



The house  
must be  
seen  
through the  
“buyers  
eyes”  
ultimately  
the buyer  
will decide  
what the  
house is  
worth.

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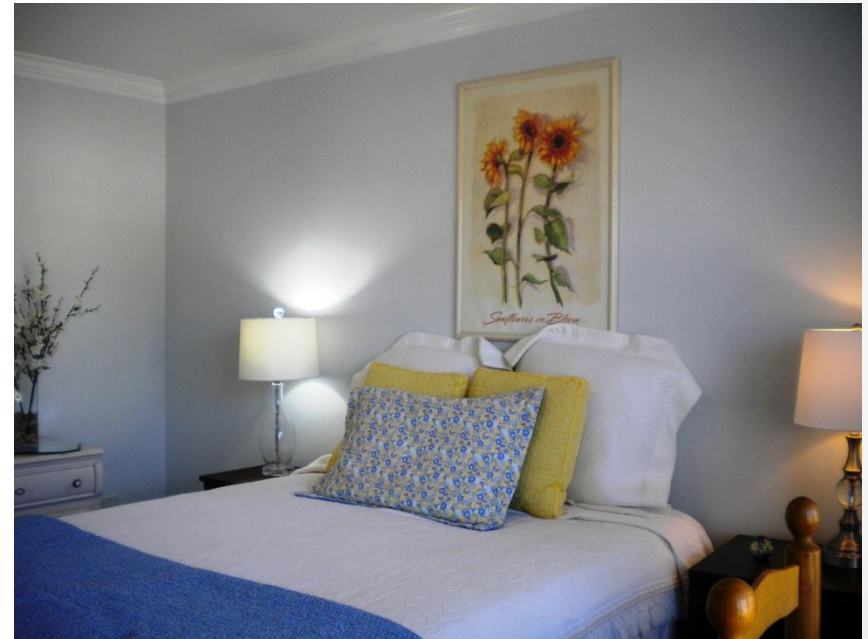


# Before the house goes on the market

Before



After



Painting walls a warm or soothing cool color; using updated hardware; and defining spaces gives buyers a reason to move in not move on.

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**It only takes 3 – 5 seconds for the buyer to decide if they like it.....**



• **After**

**Or not.....**



• **Before**

Each room should tell a “story”

so that buyers will want to see what happens next . . .



Show every room's potential

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# Creating value



**#1** way you are remembered is how you make people feel – creating a connection and earning their trust by understanding who they are and what is important to them.



AN INVESTMENT IN STAGING  
WILL ALWAYS BE LESS THAN  
YOUR CLIENT'S FIRST (OR NEXT)  
PRICE REDUCTION!

• • •

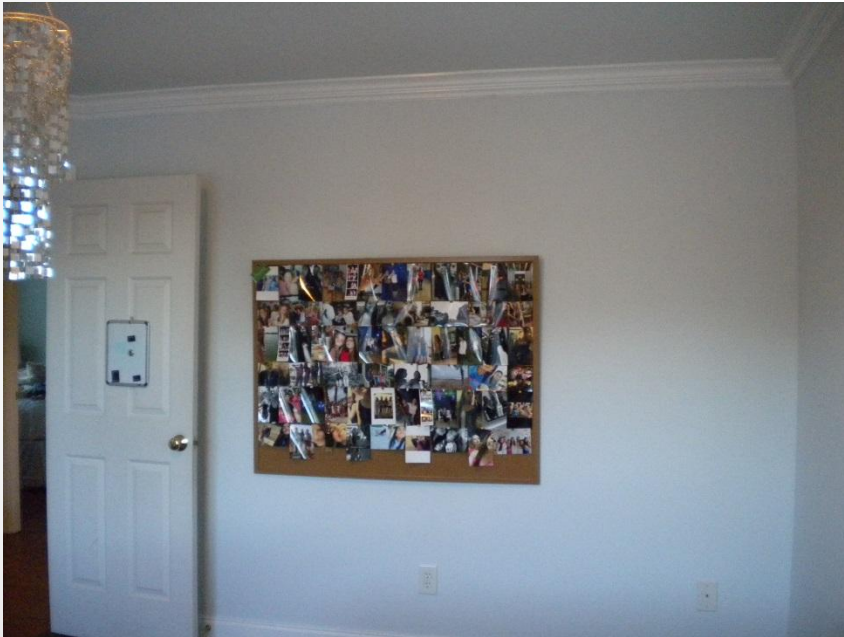
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# A few of the staged rooms

**Before**



**After**



**Before**



**After**





- Before



- After

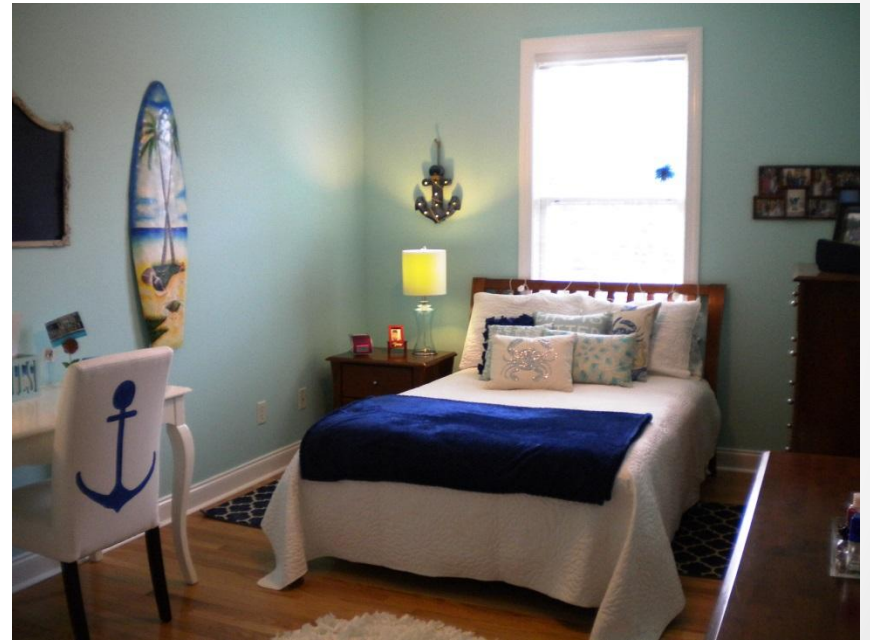




- Before



- After



# Thank You



**Now for the winning agent.**

