

# Staging for top dollar!

*Just as you would detail your car before selling it, it makes sense and money to Re-Arrange, De-clutter or as we now call it Stage® your home...*

When you get ready to place your home on the market for sale it becomes a product. Comparable to a product on the shelf at your local store, the product has features and benefits, pluses and minuses, and competition. In order to compete with the competition in the marketplace you should look more desirable than the other products or ie: homes. Your home is no different, it is one of many homes for sale and therefore you must present it, to the potential purchasers in the best possible light.

Staging® - De-Cluttering-Re-Arranging is the process of preparing any home for sale, regardless of price, condition or location. The way you live in a home and the way you sell and promote your home are two different things! Potential buyers only know what they see, not the way it could be, this process helps them mentally move in to the home. It insures that the first impression of potential purchasers is memorable. By de-personalizing and de-cluttering your property, buyers can easily see the house, without being distracted by the seller's personal items.

## **The Investment of Staging / Re-Arranging Your Home is Far Less Than Your First Price Reduction!**

The ultimate goal of re-arranging is to place the home in its best showcase condition, to allow it to sell for the best possible price in the shortest possible time. Your home is probably your largest source of equity, and for that very reason it is worth maximizing its potential.

Suzy chose to become a real estate consultant in the 80's in Toronto, Canada. She immediately recognized the challenge that existed on how to help sellers prepare their homes for sale without upsetting or offending the owner. Suzy started educating her sellers on how to set the scene and how to prepare their home to get it sold for top dollar. She was among the very first pioneers in Canada that started the Re- Arranging system now called Staging® to present homes in best possible light. Suzy offers complimentary staging® as part of her marketing strategies. Re-Arranging works because of minimizing all the items that tend to distract the buyer and it creates an environment where buyers can easily imagine themselves living in the home. Statistics show that buyers decide in the first 6-10 seconds in the home if they like it or not and then spend the rest of the time in the home confirming their initial decision.

*Suzy is passionate about this subject because she knows it works. She feels it is criminal to just list a home and hope for an offer.*

Definitely not all real estate services are the same. She believes a listing agent's responsibility is to be truthful with the sellers. If the home needs a bit of tweaking to make sure they get the most money so be it, lets just do it. When she started out as a realtor the market was hot yet despite that some properties were sitting on the market 4- 7 -12 even 24 month without a sale. Suzy wondered why that is. Later on, the market turned very slow for the sellers and the realtors were leaving their profession in droves. Interest rates were at least double then what they are now, they were some hard times and many more homes were sitting on the market except often those for which Suzy was the agent. She became the

troubleshooter for expired properties. Recognized for her results she was consulted to analyze why a listing contract expired without a sale and Suzy would then list the same home very often for the same amount as previously listed but she changed the marketing and re-arranged the home. The results were staggering she has easily over a hundred testimonials from sellers previously listed who were on the market as long as 2 years and did not sell and when listed with Suzy sold and sold very quickly for the same or often more money just because of Suzy's gift of marketing and re-arranging their home without spending a fortune: *Suzy gets unprecedented results regardless of the real estate market condition hot or not she delivers.* "Purchasers would look at other houses and yet they bought my listings said Suzy and now, we know why." They were all re-arranged de-cluttered and Staged®.



**Before staging® with Suzy**

**After staging® with Suzy**

\$ 42,000.00 extra in sellers pocket... The sellers were listed for over 4 month eventually expired without a sale during one of the hottest real estate markets ever in Victoria. Later they have decided to change Real Estate firms and hire Suzy. Suzy' gift in Staging® their interior to showcase their home at its finest as well as her innovative advertising expertise, cutting edge promotions and off island marketing is the reason why the sellers sold their 5000 sq. ft. home at the price they wanted, and Do you see why staging® is important?

"Where Suzy's gift lies, is taking what there is and just re-arranging it!" Suzy's re-arranging system is a proven process that creates a positive impact on purchasers the minute they drive up to the property. Statistics show that while most homes take more than 30 days to sell, these Homes sell faster. Suzy says" My Home RE-ARRANGING Services will transform your house from the "home you lived in" to the "house anyone would LOVE to live in!" Research shows that Staging® your house for sale will help you realize the greatest amount of EQUITY from your home in the shortest period of time. Sellers frequently ask "why should I RE-ARRANGE MY HOME" when it will sell anyway?" My answer is always the same...Why do you want to leave money on the table?

Using the proven re-arranging system the goal of my service as your Listing Realtor is to enable every potential purchaser the chance to see the features of your home presented in the very best possible light. As your home makes its debut on the market, it becomes a business. Your initial presentation is the lasting impression featuring photos of your home to be viewed internationally on the internet. Staged® Homes show themselves better than the competition by being clean, clutter-free and ready to show. Staged® Homes may appraise at a higher value and are often viewed by Home Inspectors as being well cared for. Selling your home can be stressful if the unveiling is poorly presented you will have to wait and sift through many potential buyers and showing after showing as interest declines.

Staging® works because it enables buyers to instantly see the value of your home's best features undistracted. Your home will sell faster thereby eliminating wasted time and the stress of having so much of the public coming through. Suzy tells sellers interviewing various realtors "As your LISTING AGENT and an accredited staging® professional I will assist you in the best possible presentation as we go to market with the goal of achieving MAXIMUM MARKET VALUE for your property."

*Suzy has helped many colleagues to stage their listings and is willing to teach others how.* If you are planning to sell your home, you owe it to yourself to choose a realtor that understands the monetary value of being well presented and well represented. Please remember your home will never get a second chance to make a first impression!

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