

Home Staging



Home Staging is the professional preparation of a home for sale to improve results.

Staged homes typically sell 50% faster and for more money.

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About Rooms That Work

Susan Smith is the owner of Rooms That Work, an Interior Decorating and Property Merchandising company in central Connecticut.

Rooms That Work was established to provide an inexpensive solution for homeowners, whether selling or staying put.

Her company's motto "your home, only better" reflects her belief that every home has potential to be the best it can be, whether selling or not!



Home Staging is NOT

Decorating - Anyone can make a home look decorated. Staging is about marketing your home to your target buyer. In fact, personal taste has nothing to do with it. It's about making a great first impression that creates an emotional connection with buyers and helps them imagine themselves living there.

Just for high-end homes - Every home deserves its best chance at selling quickly and for top dollar whether a starter home or a mansion. Remember, you are competing with other homes within your price range!

Expensive - A Stager is creative and resourceful professional who can work with just about any budget. A stager can be hired to do the actual staging, or prepare a detailed staging plan that the homeowner can do themselves. Remember, the cost of staging is always less than a price reduction, and typically less than a mortgage payment.

Only for vacant homes - While critical for vacant homes, staging is equally as effective in occupied homes. How you live in your home is different than how you sell it. A stager can work with your existing belongings to bring out your home's best assets and appeal to buyers. Another perk - you will be a step ahead in packing for your move!

Intrusive - Yes, you can live comfortably in your staged home (even with kids)! Ok, it may be a little inconvenient, but not as inconvenient as not selling your home quickly. Remember, it's only temporary! And who knows, maybe your family will learn some good habits in the process!

Something your Real Estate Agent should do - They have enough to do just marketing your home (yes, they do far more than most homeowners know!). A professional stager has specialized skills plus passion for creating that fantastic first impression that will appeal to your target buyer. After all, you wouldn't hire a roofer to do your plumbing, right?

Something you can easily do yourself - Tempting? Yes. Practical? No. It is just too difficult to see your home from a buyer's eye when you've been living in it (remember the forest for the trees quote?). It is not a matter of having great design taste; it is about showcasing the home sans your personal touches and belongings. Anyway, aren't you pretty busy getting ready for a move? If you really want to do it yourself, hire a stager to prepare a detailed plan for you to follow. You will be glad you did!

Major renovation - It's not like you see on TV. Not every home needs a brand new kitchen or a wall knocked down. While some painting or fixture upgrades may be recommended, typically the minor, inexpensive enhancements make the biggest difference.

A Last Resort effort - Timing is important. Ideally, you should stage your home before listing it to best capitalize on the early fresh traffic. Already listed and not yet sold? All is not lost...get your home staged, and then re-introduces it to the market. You will be amazed!

Optional - unless, of course, you don't really want to sell fast and make more money. Your home is competing with other homes and new construction. O.K. is just not good enough when you're selling in a competitive market.

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