

PROFESSIONAL HOME STAGING

Congratulations on your decision to sell your home! As your Realtor[®], I suggest that you consider staging your property before we list it.

What is Professional Staging?

Professional Staging is a marketing tool that consists of expertly placing furniture and accessories throughout a property to highlight the architectural features, make each room feel more spacious, and downplay challenging areas.

When done correctly, professional staging helps buyers make an emotional connection and visualize the potential in a home both online and in-person. A staged property can foster a sense of urgency in a buyer, as they rush to make an offer.



You truly only get one chance to make a first impression.

Why Professional Staging Matters

Selling a home for top dollar requires finesse and fine-tuning. Buyers have become more particular and expect more. They are looking for fresh, thoughtfully showcased rooms where they can create their dream setting.

What to Expect

- ✓ The first step is a **PRE-LISTING CONSULTATION**. The stager will walk through your home room by room and provide recommendations to prepare for the sale. Suggestions may include updating, painting, cleaning, depersonalizing, and decluttering.
- ✓ The stager may recommend that additional accessories and/or furniture be brought in. After you complete your homework from the consultation, and if professional staging is recommended, we can schedule your **PROFESSIONAL STAGING DATE**.
- ✓ After the property is staged, photographed and listed, watch the potential buyers roll in! Once you have a contract, a home inspection, and appraisal, it is time to **DE-STAGE** the property.



What about the Cost of Professional Staging?

Professional Staging is an investment with an amazing return. In 2023, the average professional staging investment resulted in a 5% - 20% over-list.* Another way to look at the cost of Professional Staging is the Return on Investment (ROI). Here is the ROI calculation for an average single family home in Richmond.

*SOURCE: Real Estate Staging Association

HOW TO CALCULATE THE ROI FOR PROFESSIONAL STAGING



\$390,000
median price*



\$2,000
Staging Investment
(cost)



\$409,500
Sales Price
(5% increase)

*YTD Median sales price for single family homes Richmond Metro area
*CVMLS public stats 2023

ROI Calculation

\$409,500 - \$390,000 = \$19,500
(sales price - asking price = above ask)

\$19,500 / \$2,000 = 975% ROI
(above ask / staging cost = ROI)

Sales Increase Scenarios

5% increase = \$409,500
975% ROI

10% increase = \$429,000
1950% ROI

20% increase = \$468,000
3900% ROI

96%

96% of home buyers use the internet during their home search. Well-appointed professional staging & photos can help appeal to more buyers.

SOURCE: NAR's Home Buyers and Sellers Generational Trends Report 2023

81%

81% of buyers agents said staging a home made it easier for their buyer to visualize the property as a future home.

SOURCE: NAR's Profile of Home Staging Report 2023



We Recommend Transformations by Jill!

Jill and her team know how to incorporate buyer psychology, current selling trends, and latest finishes and fixtures based on price level, buyer demographics, and location. And...we TRUST them with our clients!

Transformations by Jill

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