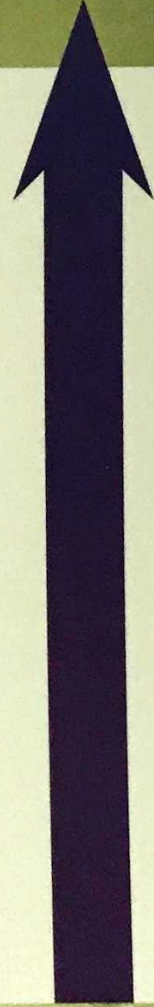




HOME STAGING

THE WINNING WAY
TO SELL YOUR HOUSE
FOR MORE MONEY



BARB SCHWARZ

WITH MARY SEEHAFFER SEARS



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TRƯỜNG ĐẠI HỌC CÔNG NGHỆ VÀ MÔI
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GIFT OF THE ASIA FOUNDATION
NOT FOR RE-SALE

QUÀ TẶNG CỦA QUỸ CHÂU Á
HÔNG ĐƯỢC BÁN LẠI



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INTRODUCTION

Staging works! I think I have said that at least a billion times since 1972, when I invented the concept of Home Staging. It is my mission to help as many people as I can with the gift of Home Staging. Home Staging changes lives. It really does.

I was born with a love of homes, of moving things around, of having fewer things around me and with me than some people do. I've always liked to keep things neat and clean. I'm always looking for a better way to do things.

Staging is very visual. It is all about presentation. It aims to make things pleasing to the eye. Enthusiasm and passion are a part of Home Staging, too. These days I say out loud all the time, "I love this business!"—the business of Home Staging, and the business of training others to Stage. When I Stage a home for sale I know that in some small way (and in big ways, too) I am helping to change lives. Staging clearly works—look at the statistics in the charts that follow.

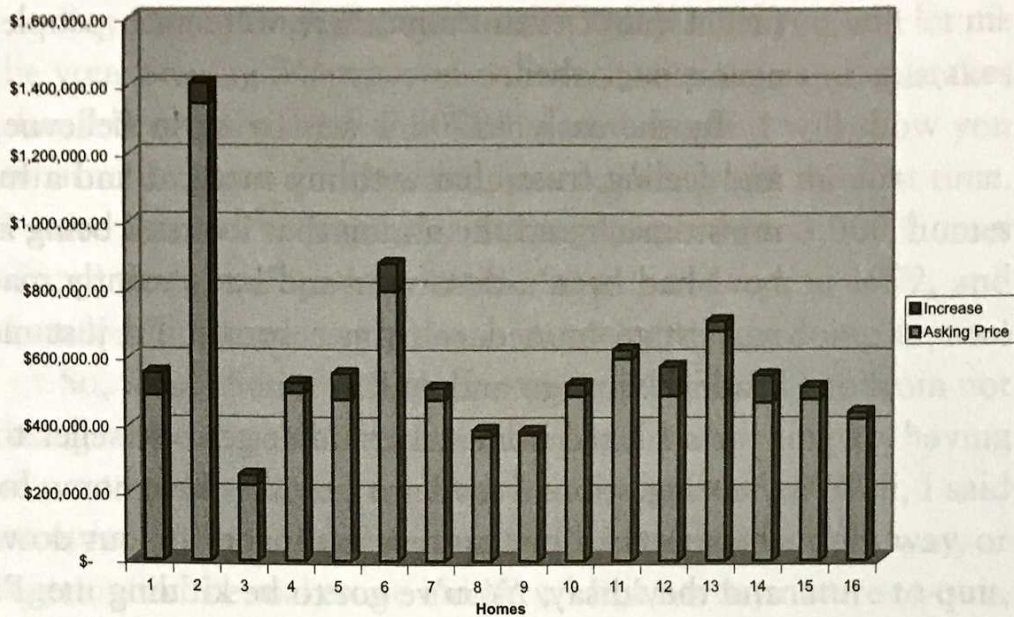
When one parent has to start work in another city and the rest of the family gets left behind because their house hasn't sold, that's not good. When a couple is divorcing and they can't move forward with their lives because their house won't sell,

Current Nationwide Staging Trends

Type of Home	Average Days on Market	Average Days to Sale Pending Status <i>after</i> Staging	Sold	Equity Increase
<i>Homes listed for sale prior to Staging</i> (These homes were not Staged for sale, listed, and did not sell. Homes were then Staged by an ASP and sold.)	136 days (4.5 months)	7.6 days	Up to 20 times faster than un-Staged homes	3 percent minimum or \$26,000 average (as much as 50 percent and \$500,000 in some markets)
<i>Homes listed for sale after Staging</i> (These houses were Staged by an ASP and then listed for sale.)	32–42 days	6.8 days	2–3 times faster	3 percent minimum or \$26,000 average (as much as 50 percent and \$500,000 in some markets)

StagedHomes.com survey of 200 homes prepared by an Accredited Staging Professional (ASP).
Copyright 2006 StagedHomes.com and Jennie Norris.

that's not good, either. Even in the best scenarios, a house that doesn't sell keeps people on hold. When we Stage a house and it sells, life moves ahead. And that's the way it should be. In my Home Staging seminars, I always ask the Accredited Staging Professionals (ASPs) to sing "Row, Row, Row Your Boat," reminding them that the words aren't "Row, row, row your boat, fighting against the current." Staging is easy, it's simple,



Staging can increase the selling price of your home. (2004–2005 StagedHomes.com survey of 16 homes prepared for sale by an Accredited Staging Professional [ASP] in the Sacramento area. Copyright 2006 StagedHomes.com and Jennie Norris.)

and it works. I recently Staged the home of an elderly man who received an extra \$40,000 for his house. That extra money will pay for him to live another year in a very nice nursing home rather in one that is less desirable. That changes his life for the better and has an impact on the rest of the members of his family, too. That feels really good—*really* good.

Sit down, drink a cup of coffee with me, and let me tell you a story. Well, I don't drink coffee, but we could have a Diet Coke together and I will make sure that the table we are sitting at is Staged, no matter what we drink!

I have loved homes since I was very young. I used to host open houses on Sundays for the local builders in Kansas, where I grew up. I don't know where the real estate agents were. In