

## A No Cost Staging Consultation?

By Erica Starich

A staging consultation is beneficial for homeowners that want to present their house for sale in the best way possible for the lowest cost. As soon as the decision has been made to sell, a certified staging professional should be contacted to conduct a consultation. The staging expert will walk through the house and provide very specific recommendations for the "do-it-yourself" homeowner. The key is neutralizing the contents of the house so that it appeals to the widest range of buyers.

Five Cs Covered in a Consultation...

- ★ Contents (too much, too little)
- ★ Curb Appeal
- ★ Coordination of Furnishings
- ★ Color
- ★ Cleanliness

The most important thing for sellers to remember is that living in a home and selling a house are two very different things. Consultations are so important because it is often times difficult for homeowners to objectively view their own home. The stager tours the home with "buyers eyes", meaning they will advise you of the things the buyer will most likely see and think, things that may ultimately hinder the sale.

The stager's recommendations are typically provided on a detailed written report. The more items completed off the report, the better. The results of homeowners dedicated to the process helps to create the most favorable first impressions and obtain the best possible price. It is important to allow ample time prior to listing to complete the recommendations. This will ensure the house is ready for photos, the virtual tour, open houses and showings - all key items in the marketing of a house for sale.

"According to the National Association of Realtors, for every dollar sellers put into staging, the sellers get \$4.00 back."\* With stats like that, the staging consultation may ultimately be of no cost to the homeowner, in fact, they may actually make more money in the sale of their house.

\*Source: Article by Teri Clark, Homeowner's Choice Magazine, February 2006.

© Star Interior Solutions 2008

*Erica Starich is a certified Interior Redesigner and Real Estate/Home Stager and the owner of Star Interior Solutions, an award winning company serving South Metro Denver, Colorado. Please visit her website [www.StarInteriorSolutions.com](http://www.StarInteriorSolutions.com) or contact her at 303-909-3491 or [erica@StarInteriorSolutions.com](mailto:erica@StarInteriorSolutions.com).*