
Working with a Home Stager to achieve great sales results

Guide for Vendors & Landlords

HOME STAGING SELLS



HOME STAGING

Coastal Home Styling

BOURNEMOUTH



WHAT IS HOME STAGING?

Home Staging is a tried & tested legitimate marketing tool used by property professionals which has helped to sell thousands of homes all over the world, turning properties into inviting, desirable products for sale & appealing to wider target audiences

Staging can help to achieve the perfect sale - a property that reaches the highest possible price in the shortest possible time

“Staging is an upfront investment that helps maximise the rate of return on the sale of a property” Jennie Norris IAHSP Chairwoman- International Association of Home Staging Professionals



HOME STAGING IS AN ESSENTIAL MARKETING TOOL

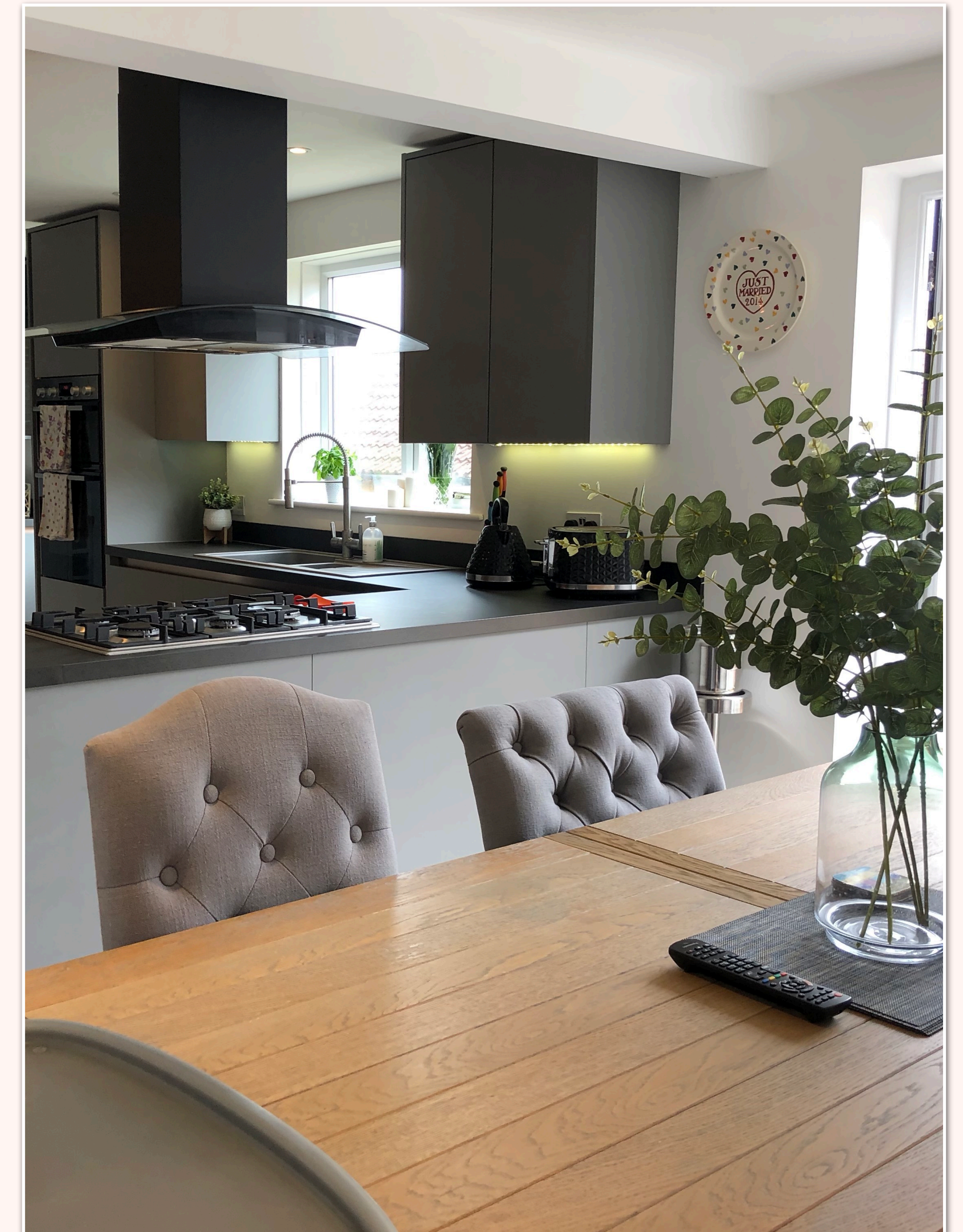
DID YOU KNOW.....?

- **Staged properties get more viewings**
- **Properties that are staged can sell up to 3 times faster**
- **Staged properties often get higher offers**

Home Staging makes it easier for buyers to visualise a property as their future home & helps in the property sales process overall

Sellers & landlords everywhere can benefit from this powerful marketing tool to attract more interest & sell /rent out their property faster, helping to maximise on their assets

Home Staging is an affordable, essential service which should be seen as an investment rather than a cost



A WORD ON STAGING FROM OTHER INDUSTRY PROFESSIONALS

“The work you do before you list your house pays off in the selling price you get.

When you leave any part of the work undone, you leave the price open for discussion & negotiation, resulting in lost equity. A property that has been properly Staged leaves a lasting impression & stimulates multiple offers.

Home Stagers know how to maximise space by using correct placement of colour, lighting & art to harmonize a living space.”

Christine Rae & Jan Saunders Maresh
Home Staging for Dummies



CONT.....

Elaine Penhaul, founder of Lemon & Lime Interiors
& author of Sell High, Sell Fast

“Your buyer needs to believe that the property they buy offers the best value on the market in the area where they’re looking. Buying a home is both a head & a heart decision for most people. Ensuring your property stacks up from both perspectives will quickly put you ahead of the game. Your home is likely to be your biggest capital asset & your passport to the next stage of your life. You absolutely need to win the game of beating the competition to the best buyer out there.”

Barb Schwarz, Creator of Home Staging

“Staging is about setting the scene so it appeals to most people. A well Staged home allows potential buyers to experience the house (the product).

Staging is a marketing tool. Staging is merchandising. Staging is setting the best scene so the buyer sees the features of the house in its best light possible.

A spotless, uncluttered Staged home painted in appropriate colours helps the buyer to visualise living there - & no one buys a home until they can see themselves living there. You never get a second chance to make a first impression. Home Staging is always less expensive than the first price reduction.

Regardless of what the market is doing, Staging will sell a property faster & usually for more money.”

THE OVERALL BENEFITS OF HOME STAGING

When selling a home, the property becomes a product which needs to be merchandised & prepared for sale with the **target buyer** in mind. Staging is about **getting a property sold in the quickest possible time** & securing the **maximum possible equity**

Right price + great presentation = quick sale

There are many benefits of selling a **Staged home**, but most importantly the homeowner achieves a **quick sale** for the **best price**, the buyers have a **move-in ready property** with no hidden horrors, the **mortgage is agreed easily** as the lender is happy with the survey & the **sale progresses quickly**

Home Stagers bring a lot of value to selling, help to **reduce associated stresses** & achieve a **quicker sale** by recommending improvements that help with the property's overall **appeal & sale ability**

Home Staging attracts a broader range of buyers, increases the number of viewings & **generates maximum interest**



THE BENEFITS OF HOME STAGING CONT....

Staged properties look more professional & increase visibility - properties look better on-line & in person than their non-Staged competition

Home Staging maximises sales potential - it makes a measurable impact on properties for sale no matter the price point or location

Staged listings sell faster, reducing the length of time the property sits on the market, the number of viewings & length of time they are carried out, in turn reducing the inconvenience of on-going viewings

Staging helps properties that are struggling to sell - Home Staging changes the presentation of the property which then initiates a sale where interest has previously been lacking

Positive first impressions & increased kerb appeal as a result of Staging decreases viewing drop outs which can be frustrating for all involved. (Buyers can be easily put off & make assumptions based on what they see)



THE BENEFITS OF HOME STAGING CONT....

Staging minimises clutter - homes full of clutter are difficult to sell. A property which is cluttered, dated or dirty can give the impression that it is not well maintained & makes viewing the actual property itself very difficult. This wastes time for the vendor & impacts the saleability.. **The better a property shows, the faster it will sell & often for a higher price**

Empty properties are hard to sell - room sizes can be hard to gauge & offers can often come in below the guide price. Empty rooms are difficult to fall in love with - **buying is an emotional decision.** Dressing the rooms avoids these issues. **Buyers find it hard to visualise rooms unless they have a clear logical function**

Staging aids equity - the more time a property sits on the market without a sale, the more likely it is to be **reduced in price,** affecting the **selling price.** Properties which are **sold quickly** tend to reach the **asking price or above**

Home Inspectors / Valuers view Staged homes as **cared for properties** which helps to **speed up the sales process**



THE BENEFITS OF HOME STAGING CONT....

Staging usually results in a quick sale on a home which can lead to **a new trajectory in life**, particularly if it is a result of a separation or loss of a loved one. **A slow selling property can have a negative impact** both economically & psychologically. A home sitting on the market unsold can be an **unwanted expense**, particularly with regards to on-going **mortgage payments & price reductions**

Stronger on-line presence as a result of Staging - on-line photos need to be the best they can be to catch buyer's attention. Achieving perfect photos is dependent upon the work that is put in before hand. **Staging property prior to photos makes a huge difference!** Buyers look online for property first - photos are the shop window & therefore essential for showing your home looking at its best

A Staged property appeals to Millennials who see purchasing property differently to older generations. They want an **instant home** with **minimal work** required & **peace of mind** knowing that any repairs have been addressed - a **move in ready property**. They don't have the time, money or energy to spend on refurbishments



STAGING INDUSTRY FACTS

(FROM UK ESTATE AGENTS)

75% of Agents said that Staged properties saw an **increase in offer value** (2020)

Increases in offer price were seen anywhere from 1 to 10%

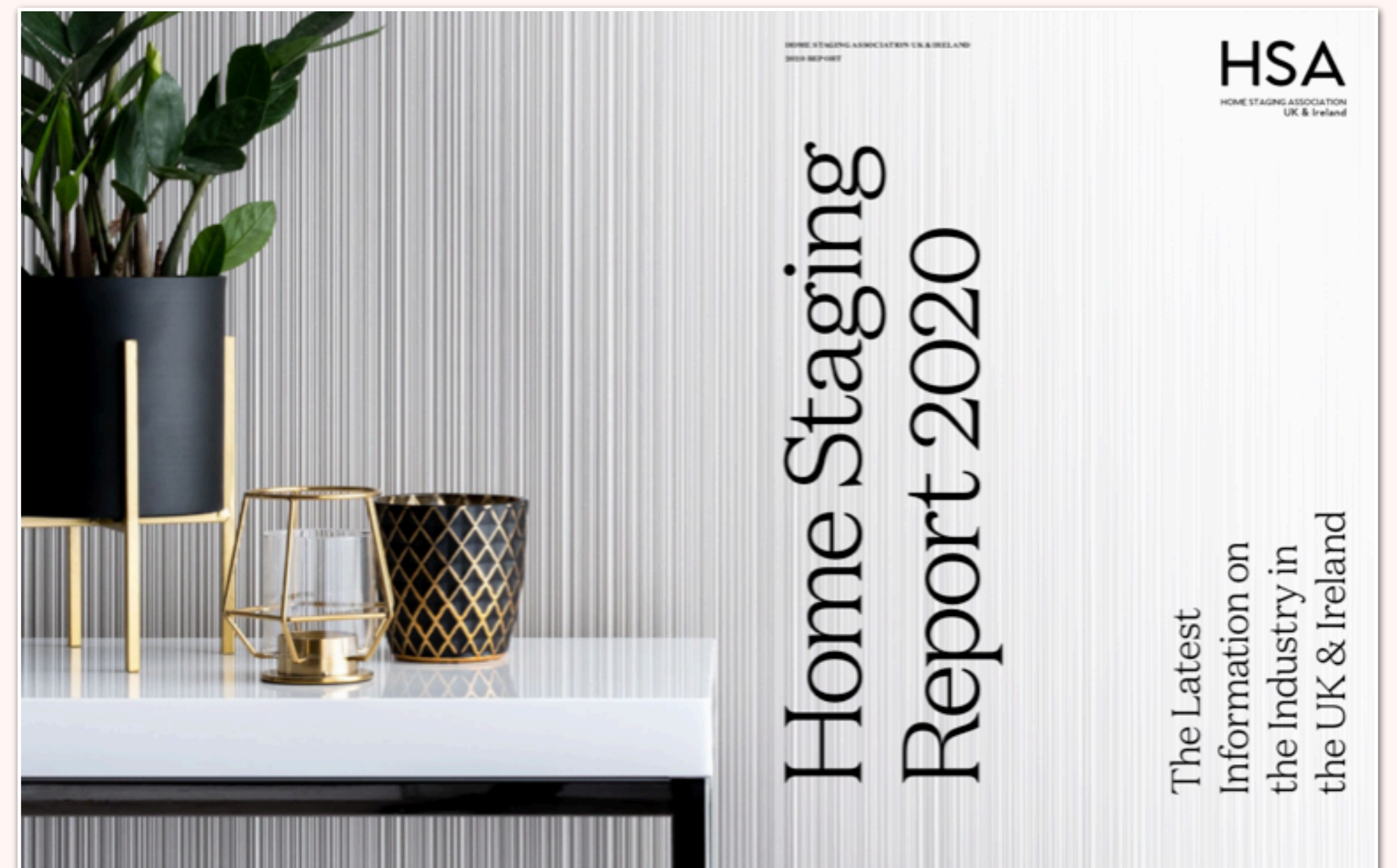
71% of Agents said that staged homes saw an **increase in viewings** over non-staged

80% of properties that are staged **go under offer in the first 4 weeks** of being on the market

100% of Agents agreed that Home Staging makes it easier for a buyer to **visualise a property as their future home**

66% of Agents recommend **Staging from the outset of marketing**

94% of Agents agreed that **staging increases the number of viewings**



STAGING INDUSTRY FACTS

(FROM UK ESTATE AGENTS & PROPERTY DEVELOPERS)

100% of Agents agreed that properties with **professional photos** got more viewings

75% of Agents said that **75%** of viewers spent more time viewing a Staged home than non-staged

86% of Agents agreed that **Staged homes** sell faster than non-staged, in some cases up to 3x

78% of Agents confirmed that Home Staging **increased the offer value** by up to **10%** (2019)

National statistics show that in a hot market **Staged homes** sell for more than the marketed un-Staged competition. In a slower market **Staged homes** stay on the market less time & therefore are less likely to experience a price reduction versus the un-Staged competition



PRICING OF STAGING SERVICES

Home Staging is a much cheaper option than the first price reduction at only 1-2% of the property's value, or less in many cases

Occupied properties are usually slightly cheaper to Stage as the owner's furniture is used where ever possible

Empty properties are usually Staged using our specially discounted rates from furniture rental companies (we work closely with companies who provide quality stylish furniture on a flexible monthly basis). We look to save costs for the client where possible by using our own soft furnishings, accessories, artwork etc

An initial Staging Consultation is very reasonably priced & involves a detailed property tour with photos followed by a report of recommended changes. We only recommend changes we think are absolutely necessary & will benefit the marketability of the property.

Our services are flexible so property owners can pick & choose the elements they require help with. They include an **Initial Staging Consultation, follow up Staging Consultation, decluttering assistance, Ad Hoc assistance** (cleaning, basic maintenance (electrics / plumbing), decorating, gardening & shopping lists) & **Final Dressing / Showcasing service.**

(More info can be found under the services section on our website www.coastalhomestyling.co.uk)

Our prices are very fair as we like to make our services affordable. We do not charge Interior Design prices & we always try to be as economical as possible. Any cost should be seen as an investment



TIMESCALES WHEN USING A STAGING SERVICE

We always recommend Staging a property before it first goes to market for maximum impact. However, we are still able to provide Staging assistance once the property is on the market

We advise sellers to start organising & decluttering as soon as they start thinking of selling (if not before) as this is often one of the most time consuming tasks. Preparations should start approximately 3 months prior to moving where possible

Where possible **we aim to work to the shortest possible time frames** so as not to delay the properties going to market. (Where Trades are involved timescales may vary dependant on the level of work required but in most cases this is not necessary)

Any **recommendations are prioritised according to timescales & impact.** We will only recommend changes we think are necessary

We always try to accommodate Initial Consultations & provide advice as soon as possible in order to get things moving quickly

For Staging empty properties where furniture hire is required we can usually have arrangements in place within 10 working days depending on the availability of stock from the rental companies



HOW TO GET IN TOUCH



For further information on Staging & Styling Services, industry facts, blogs, testimonials & a portfolio of projects please visit www.coastalhomestyling.co.uk

Instagram : [coastal_home_styling](https://www.instagram.com/coastal_home_styling)

Facebook : [@CoastalHomeStyling](https://www.facebook.com/CoastalHomeStyling)

LinkedIn : [Emma Norman - professional Home Stager & Styler](#)

Reach out to us by email : info@coastalhomestyling.co.uk

Or give us a call, we love to talk : **07510 463228**

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