

Giving your property a lift with Home Staging services

As we head into the New Year with Christmas behind us many of us will have made New Years resolutions and may be considering change of some sort, perhaps career or lifestyle based.

For those considering a house move of some description, be it buying, selling or letting, having your property Staged before it hits the market could be one of the best investments you will make.

So what is Home Staging?

Staging is an effective property marketing tool (not to be confused with interior design). Extremely popular in the States and many other countries around the globe including Germany, Spain, New Zealand and Australia, its main purpose is to ensure that a property is reflected in its best light and targets the correct audience.

Why should you bother investing time and money into getting your property Staged?

Because Staged properties sell or rent out up to 3 x faster than their non-Staged competition and achieve the best possible price, on average 8-10% more and in recent months according to industry stats up to 15%.

Using the services of a Home Stager is not only a relatively inexpensive way to get the best return on your investment, but it speeds up the sales process and enables people to move on quicker too. Regardless of whether you are planning to sell or let, Staging benefits all property types, from flats to Penthouse apartments, old properties to new builds.



CASE STUDY: 4 BED DETACHED PROPERTY, BOURNEMOUTH

We were approached by a disillusioned vendor after their property had been on the market for 3 months without a sale in a very buoyant market. The property was a detached family home in a popular area close to good schools and facilities. They needed to move and were feeling frustrated as to the lack of interest and offers. On viewing the property it became very clear as to why. We set to work with an action plan in place. The upstairs carpet was

replaced, paint refreshed in some of the rooms, furniture layout altered and rooms were de-cluttered and dressed with lifestyle soft furnishings and accessories. The transformation took less than a week and the results were fantastic! The agent re-photographed the property and within a week it had sold for more than the sellers had expected! The Staging cost less than 1% of the property's value!



We were brought in to Stage a Penthouse apartment in the Canford Cliffs area which was worth in excess of £2m. Sadly the property wasn't particularly appealing at the time despite being in a prestigious road with a stunning location. The rooms sat virtually unfurnished and the decor felt dark and uninspiring. It would've been hard for potential buyers to imagine themselves living in the space as it was. (Interestingly only 20% of people can see the potential in an empty space). Working



with the existing curtains and carpets we put together a styling package which would work in the space, hired in large high end furniture pieces and completed the look with stylish soft furnishings, plants and lifestyle accessories. The finished Staging project looked and felt fantastic and the property had been completely transformed. The first person to view the property purchased it at full asking price and the entire Staging package cost just under 1% of the property's value!

So what exactly does a professional Home Stager do?

There are various different services that Stagers provide, from initial consultation visits with detailed action reports and photos through to full Staging packages. A professional Home Stager will take the time to explore your property (both inside and out) and look at it through the eyes of the potential buyer. They will recommend any changes they think are necessary to improve the space and increase buyer interest from maintenance and kerb appeal to decor, room and furniture layout. In addition they will address issues such as clutter and lack of storage which can be extremely off putting to viewers. They will also look at location and target market and ensure that the property is attracting attention from the correct audience!

Is it expensive to hire a Home Stager?

As with any investment there is a cost, however Staging is relatively inexpensive when you consider the value of your property and the potential return you could achieve. The average Staging project costs between 1-2% of the property's value, though this very much depends on how involved you want to



be and how much work needs to be done! Some other factors to consider are whether it is furnished or empty, well maintained and the state of the decor.

Purchasing property is often one of the biggest financial risks and commitments that many of us make. Having your property Staged before selling or renting out is a relatively small investment which usually delivers a much higher return! It ensures that your property is looking at its best when it hits the market and has the edge over the non-Staged competition. Staged properties attract more viewings and interest resulting in a faster sale, often

for more money. In terms of rental, well presented and maintained properties usually fetch a higher premium.

To find out more about Home Staging visit our website www.coastalhomestyling.co.uk or for help and advice with preparing your property for sale or rent why not give us a call.

Follow us on Social Media to see our latest Styling and Staging projects, and for useful information and advice. We can be found on Facebook @CoastalHomeStyling, on Instagram @coastal_home_styling and on LinkedIn.

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