

How can a home stager help sell your property?

Coastal Home Styling provide an affordable, local service offering advice and help to create a welcoming and appealing property.

Home Staging and Styling is something that you may have heard whispers of over the years but it has recently seen a spike in interest as people see the benefits it can bring to a sale or rental. Emma Norman saw this gap in the market for affordable Staging and Styling services in the local area and channelled her love of property and interiors into creating Coastal Home Styling.

Emma's background in textiles and design, studying interiors and renovating properties teamed with the successful completion of an industry recognised Professional Home Staging course saw her able to embark on a career in something she truly loves and believes in. The objective is to create a welcoming, appealing property, which is then either ready for marketing, or to make a space more appealing to live in. Emma tells us, "Staged homes create a feeling of calm and reduce stress which promotes a positive overall sense of wellbeing."



PICTURED LEFT
Emma Norman, owner of Coastal Home Styling

Every job is unique and there is no blanket solution. Taking time to understand the client's needs is one of the most fundamental parts of the process, goals need to be discussed and agreed along with budgets and of course timescales, so that everyone is on the same page. This takes place in the initial consultation where Emma takes time to explore the property whilst getting to know the client, photos will be taken which will be compiled in to a report to demonstrate suggested changes. Once the objectives are agreed work can begin to help add value and appeal to the property.

Not to be confused with interior design, the services offered are bespoke and affordable. They have a network of trusted local trades that work alongside them on all property types from flats to penthouse apartments, ultimately there is no job too big or too small!



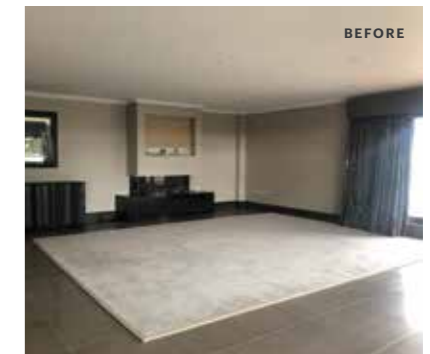
AFTER

Staging a property is a great return on investment, research shows that it can add on average 8% to the value of your home whilst increasing the property's appeal, plus Staged homes rent or sell faster than their un-staged competition. Emma has seen this first hand working with clients whose properties had been on the market for a long period of time without success and the looming possibility of a price reduction. With a little investment into having their homes Staged the properties were then sold quickly for the best possible price! Emma recommends Staging a property before marketing to get the best possible outcome.



BEFORE

You are effectively setting a scene for the person viewing the property, encouraging them to imagine themselves living there. The HSA produce an annual report based on facts and figures gathered from UK Estate Agents, Property Professionals and Developers which makes for a very interesting read. There is also a new app called StageFlow, which compiles data from actual Staging projects to help demonstrate the power and success of Staging.



BEFORE



AFTER

This service is not only great for selling or renting a property – if you feel your property needs a little love injected into it then this could be the ideal solution. Emma explains, "I am about to start a Styling project for a young family who have recently moved into a larger property but are struggling to see how their existing furniture can work in the space, and need assistance with storage solutions."

For more information about Staging and Styling services why not visit our website www.coastalhomestyling.co.uk, and follow us for tips, advice and recent project updates on Facebook: @CoastalHomeStyling and Instagram: coastal_home_styling.

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