



WELCOME

Staging Consultation Prepared by:
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DATE: _____

CLIENT ADDRESS: _____

REALTOR: _____

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It is a known fact that staging has a direct affect on a house's sale price. The goal of staging is to help buyer immediately fall in love with your house. Staging helps set the scene, room by room, adding touches of color and appeal while removing things that might be distracting to buyers. Since 90% of buyers look online first when searching for houses, and 60% of those buyers look only at photos (versus the description) it is critical that the photos of your house truly reflect the visual appeal we are creating.

Overview

The recommendations I offer are offered to help you get the best price for your house. A "Staged List Price" vs. "List Price" is my goal for you to maximize the selling potential of your house. I want you to know there is nothing "wrong" with how you live. You live in a home, and that is great. We stage the house so we can allow the potential buyer to see the house how **they** live instead of you. We market a house as a product.

Staging is about getting the house ready for the unknown Buyer and since we know nothing about that persons age, race, religion, or background, we have to make the house universally appealing.

We work to remove some of the things that are not needed for the Staging and showing process. Keep only what you absolutely need and be willing to pack and store the rest.

It will be for a short period of time in the grand scheme of things. The "selling" part is a short window of time and crucial for you to get the price you want. You are selling and will need to pack. We will get you packed up early and ready to make your moving experience an easy one.