

AMBIANCE DECORATORS LLC

~ Home Staging, Interior Decorating and Redesign ~

~ HOME STAGING QUESTIONS & ANSWERS ~ FOR HOME SELLERS

1) What is Home Staging?

Home Staging is the art of properly preparing and showcasing a home for the real estate market. Staging focuses on neutralizing décor by incorporating basic design principals to highlight the best features of a home and represent its full potential to appeal to a wide range of potential buyers. Staging will improve the appearance of a home through the eyes of the buyer with the goal of selling quickly and for the maximum sale price.

2) What does a Stager do?

A home stager is trained to view a home through the eye of the buyer. Stagers will modify the décor and design in a home to enhance the visual appeal and create a fresh updated interiors that buyers are looking for. Our goal is to create a level of sophistication, beauty, comfort, creativity and charm. We accomplish this while being as general with the décor as possible, so anyone who walks through the door will be able to imagine their personal items in a home, regardless of their design preference. Staging may require a combination of the following tasks: revising furniture layouts, accessorizing, de-cluttering, depersonalizing, renting furniture and suggesting paint colors.

3) How important is staging in this real estate market?

Staging is not only important, IT IS A MUST! You have 10 seconds to impress your buyer and in 90 seconds they have made up their mind whether or not they will consider a home. It's a competitive buyers market and staging is a necessary and affordable way to give a home an edge over others. Statistic shows the longer a home remains on the market the less desirable it appears and the more likely you will have to lower your asking price. Presenting a home in its best light from the beginning will give it an advantage over non-staged homes and help lead to a profitable sale.

4) Does staging really make a difference?

ABSOLUTELY!!! The longer a home stays on the market the price will continue to drop. An average of 94.6% of homes staged by a professional sell within 33 days, compared to an average of 196 days for homes that are not staged - *stagedhomes.com*

Our average is 28 days!!!

5) What should home sellers understand about marketing their home?

We all have an emotional connection with our home and may be unable to see it objectively. Home sellers should understand the importance of showcasing a home; decorating for living and decorating for selling are two different things. When a home is put on the market it must be viewed as a product. We need to show a potential buyer why this home is perfect for them. If the home seller recognizes the need to market the home as a product there will be a greater likelihood of a sale. A home seller should understand that as professional home stagers we are trained to view a home with the buyer in mind. Our suggestions are professional and intended to assist in a successful sale.

6) How will staging benefit the home seller?

All the benefits of staging will directly affect the home seller. A staged home will show beautifully in print and internet advertising. Statistics show staged homes sell faster and for more money than homes that are not staged. You cannot change the location of a home or the real estate rates but you can improve the look of a home to appeal to a wider range of potential buyers. Staged homes are more desirable because they are viewed as well cared for and move in ready. Home staging may also be tax write-off.

7) What is focus driven marketing?

We determine who the target buyer is and we focus our marketing and staging towards them. Our choices for the staging décor will appeal to a variety of buyers, but stand out and appeal to our target buyer.

8) What will be done during the staging process?

Our initial in-home assessment is always free of charge. Ambiance Decorators will meet the home seller; walk through the home, take photographs and notes to prepare our Staging Proposal. We will provide the home seller with pricing options for their review and work with them to create the staging plan that suits their needs.

For additional information see [*Ambiance Decorators Home Staging Process*](#)

9) Who pays for the staging?

The home seller will usually pay for staging. Although, there are many instances where the realtor will contribute to the cost because they understand the impact staging has on buyers. The most important thing to remember about staging is that it's an investment. The average staging investment is between 1-3% of the home's asking price, which generates a return of 8-10%! - *National Association of Realtors*. Home staging may also be tax write-off.

10) Why should a home seller spend money if they intend to sell?

Staging is an investment. The average staging investment is between 1-3% of the home's asking price, generating a return of 8-10%! - *National Association of Realtors*. The longer a home remains on the market the less desirable it appears and the more likely you will have to lower your asking price. Staging a home will create the best possible first impression. It is a competitive buyers market and staging is a necessary and affordable way to give a home an edge over others.

11) Can a buyer visualize their belongings in a home?

Only 10% of buyers can visualize their belongings in a home. Most buyers are often distracted by existing décor and are unable to focus on the house itself. Home staging will neutralize the space; highlight its best features and represent its full potential to appeal to a wide range of potential buyers.

12) If a home is already on the market, is it too late to stage?

If your home is already listed, staging will give it a fresh updated look that buyers will love. Staging will enhance the appearance of a home and lead to a quick and profitable sale. Whether your home is going on the market or is already listed, it is never too late to stage. Always remember to retake the photos of a home after staging.

13) Do vacant homes require staging?

Yes - homes that are furnished sell faster than vacant homes. Vacant homes may appear cold and uninviting; they do not always make the positive first impression or evoke the warm emotions that a professionally staged home can create. Staging will provide perspective and a frame of reference for positioning of furniture. Staging will display a level of sophistication, beauty, comfort, creativity and charm that potential buyers will envision calling home.

14) How does Ambiance charge and what are rates based on?

We accept cash and checks. The cost for our packages vary based on the size of a home, amount of time it will take to complete the project, and the amount of furniture and accessories to be incorporated into the design. Our Complete and Selected Room Packages require 50% of the agreed upon price to be paid upon signing of our Service Agreement. The remaining 50% of the balance is due on the final day of staging. Our Written and Verbal Consultation Packages require full payment on the day of the consultation. Our initial in-home assessment is free of charge.

15) Is Ambiance flexible with their services?

Yes, we are flexible and very easy to work with. We offer several package options and will work with the home seller to create the staging plan that suits their needs.

For additional information see [*Ambiance Decorators Home Staging Packages*](#)

16) How long will the staging process take?

The length of time it takes to complete a staging will vary for each home depending on the size of a home and the amount of furniture and accessories needed. An average staging may take 1 to 3 days to complete. The estimated time frame for completion will be based on the scheduled listing date.

17) Will Ambiance use the furniture and accessories in the home?

We will work with the furniture and accessories in the home, while incorporating items from our inventory into the design to create a fresh updated look. Some homes may require rental furniture; this will be determined and discussed with the home seller during the initial in-home assessment. If this is the case, we will work with the rental company to determine the items that will compliment a home. We extend any discounts we receive from the rental company to our clients.

~ We hope this was helpful in answering questions regarding home staging ~

~ Please contact us for additional information ~



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