

AMBIANCE DECORATORS LLC

~ Home Staging, Interior Decorating and Redesign ~

~ Top 10 Reasons ~ Homes Should Be Professionally Staged For Sale

1) **Faster Sales Time**

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*

In 2017 our average was 27 days!!!

2) **Higher Sales Price Over Non-Staged Homes**

A poll by Maritz Research found that 63% of buyers will spend more for a house that is move-in ready. Another poll by AOL Money and Finance found that 87% of buyers say that home presentation makes the difference in most sales.

The longer a home stays on the market the price will continue to drop. Homes that sold in the first 4 weeks averaged a sale price of 1% more than the list price; 4 to 12 weeks average 5% less; 13 to 24 weeks average 6.4% less and 24 weeks average more than 10% less than the listing price – *National Association of Realtors*

3) **Marketing Advantage Over Non-Staged Homes**

Staged homes look better in print and internet advertising. Over 90% of potential buyers search for homes online first before deciding to visit. - *National Association of Realtors*

If the pictures do not portray the home in its best light the property will be at a disadvantage. A well staged property will appeal to a wide range of potential buyers.

4) **Attracts a Broader Range of Potential Buyers**

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.

5) **Buyers View Staged Homes As Well Cared For and “Move In” Ready**

Presenting a finished space will show the buyer that a home is comfortable, warm, well cared for and move-in ready. These qualities will make a notable first impression, allowing the buyer to easily see themselves living there.

6) **Staging is 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*

7) Home Sellers May Not Be Able To View Their Home Objectively

We all have an emotional connection with our home and may be unable to see it objectively. When a home is on the market it should 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 their home as a product there will be a greater likelihood of a sale.

8) Staging Will Help the Home Seller Prepare for the Next Step

Many of our clients say the staging process has helped them detach from their home, which made the home selling process easier. They were then ready to move on to create new memories in their new home.

9) You Can Control How Your Home Is Presented

Staging will increase the value of a home. 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.

10) Staging Works!

We see the results every day... In 2017 Ambiance Decorators staged over 18.5 million dollars in real estate. Our staged homes averaged offers within 27 days of the first open house and received 102% of the asking price!

**Home Staging is one of the Best Proven Ways to Get
Top Dollar when Selling a Home.**



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