

Three Phases to Successful Home Staging and Preparation

There are three phases to the home staging process, which will be addressed completely in my home staging services:

Phase One – Maximizing What You Have, So That It Appeals to Buyers

You will be amazed at the dramatic transformations we will be able to accomplish in a single Staging Day using what you already have! Successful home staging must make financial sense and we are experienced and trained in making the most out of your current belongings in order to turn buyer traffic into offers.

Phase Two - Recommended Purchases As “Investments” In Selling Your Home

Working within your budget, we will only make those recommended purchases that will MORE than pay for themselves in the speed and amount of sale. During the Staging Day, we will bring in accessories in order to get fantastic photos for your Realtor’s marketing efforts and to attract Internet traffic. Over 85% of homebuyers are online searching for homes BEFORE they visit a home, so we want to make an excellent first impression and compel them to come to your home. The accessories brought in during the Staging Day will also give you a “visual” of the simple and inexpensive purchases you can make that have a dramatic effect on each room of your home. You will be emailed the before-and-after photos, so you can see the transformations and make your shopping list. We also offer a shopping service if you need more guidance in this area.

Phase Three - Simple Yet Dramatic Cosmetic Updates and Changes

Depending on your budget and timing, we may suggest paint, electrical and other cosmetic improvements that will result in a high return on investment. You will be told which rooms and improvements are “worth it.” Don’t spend money on cosmetic changes without first consulting the experts at Final Touch Designs.