

Top Ten Reasons You Should Professionally Stage Your Home

1. You Will Make More Money

U.S. Housing and Urban Development reports that a staged home will sell, on average, 17% higher than an un-staged home.

2. Your House Will Sell Faster which = Less Headaches and Hassle

The New York Village Voice reported that the average number of days an un-staged home is on the market is 30.9 versus 13.9 for a staged home.

3. The Cost of Staging, Doesn't Cost a Dime

In a 2003 Home Gain Survey of over 2000 Realtors, it was discovered that sellers who spent up to \$1000 staging their home recovered almost 200% of the cost in the sale of their home.

4. Home Sellers Cannot View Their House Objectively Thus Stage Effectively

5. Less Guesswork and "Do It Yourself"

A professional home stager can manage your projects from start to finish. Or, they can give you a detailed enough report based on their extensive knowledge and training to have you "do it yourself".

6. Only 10% of Home Buyers Can Visualize the Potential of a Home

Terrible odds for an un-staged home!

7. The Longer Your Home is on the Market, the Lower Your Selling Price Will Be

8. The Money You Make is TAX FREE!

Take advantage of your tax-free capital gain by getting every dollar possible.

9. Leaving Your House in "AS IS" Condition Will Help To Sell the Competition

10. Better Photos Bring In More Buyers

Over 85% of home buyers search online BEFORE visiting the home. Your Professional Stager will transform your rooms, take photos to capture the results, and then pass them to your real estate agent to use in their marketing campaign.

Call For A Consultation Today!



Bethany Harrison

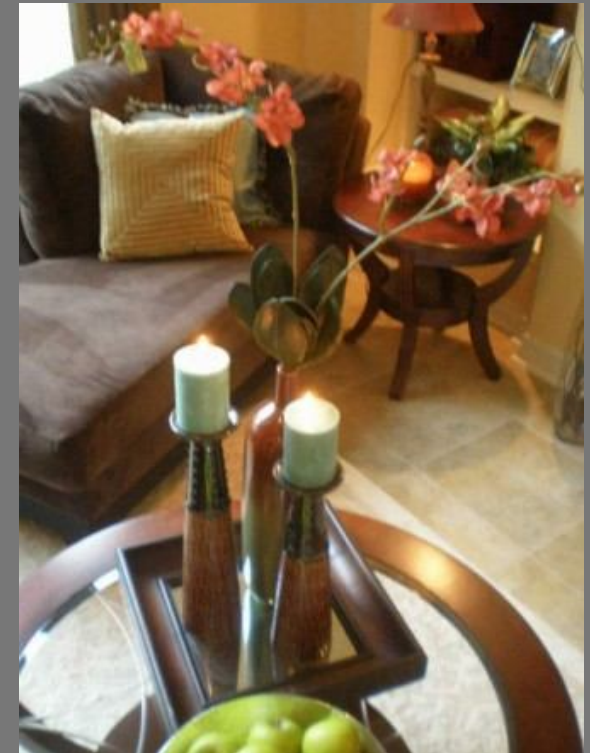
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Up-Staging Designs



**Up-Staging
your competition
makes cent\$!**

Successful Marketing to Home Buyers...

Bethany believes that successful home staging is the art of using expert decorating and marketing techniques to create an environment that buyers can aspire to, and "FEEL HOME" in. "If I buy this house, I can live like this."

I am trained to analyze and work with a combination of things in each room of the home in order to create a lasting impression for the homebuyer.

I try to create several "emotional connection points" throughout the home so that when a buyer steps into the house, they "FEEL HOME." This is it. This is the one!



Three Stages to Home Staging...

One - Using What the Home Seller Already Has

You will be amazed at the dramatic transformations a Professional Home Stager is able to accomplish in a single Staging Day, using what the homeowner already has! Successful home staging must make financial sense and Bethany is experienced and knowledgeable in making the most out of the home seller's current belongings in order to turn buyer traffic into offers.

Two - Recommended Purchases

Working with the client's budget, Bethany will only make those recommended purchases that will more than pay for themselves in the speed and amount of sale. I will work with you and find those perfect, inexpensive accessories that will have a dramatic impact on each room of the home.

Three - Simple, Yet Dramatic Cosmetic Changes

Depending on the client's budget and timing, I will suggest paint, electrical and other cosmetic improvements that will result in a high return on investment. Don't spend on cosmetic changes without consulting with me.

Remember - The cost of staging is always less than your first price reduction!



You only get one chance to make a first impression!

"You really did a wonderful job and I thank you."

