

TOP *Dollar* GUIDE

For Staging and Selling Your Home



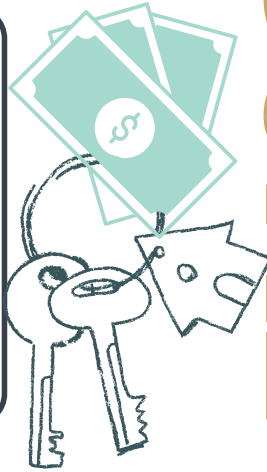


“People see only what they are prepared to see.”
Emerson

Selling your home is not easy. It takes time, energy, objectivity, expertise and a team of experts to help you! Luckily there are people who specialize in each step of the process like Real Estate Agents, Title Companies, Inspectors, Appraisers and Home Stagers. What is a Home Stager? A Home Stager is someone who is an expert at decorating and preparing a home to sell. What is Home Staging?

“Home Staging is using limited funds, practical creativity and extraordinary expertise to professionally prepare a home to sell so that it becomes infinitely more attractive to potential buyers, sells quickly and for more money. In turn, home staging becomes an investment for the home seller through the greater home sale earnings that are realized.”

Audra Slinkey, President of the Home Staging Resource
www.homestagingresource.com



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TOP 12 *Reasons* TO USE A PROFESSIONAL STAGER

- 1 Higher Sale Price**

Staged homes sell for higher prices than non-staged homes, with potential price increases typically ranging from 4% to 20% more (Source: Real Estate Staging Association)
- 2 Faster Sales**

Staged homes sell faster. A professionally staged home will spend less time on the market, reducing carrying costs and stress for both the agent and the seller.
- 3 Increased Buyer Appeal**

Staging helps buyers envision themselves living in the space, leading to stronger emotional connections and quicker purchasing decisions.
- 4 Better Online Presence**

Professionally staged homes result in better online listing photos, attracting more views and inquiries from potential buyers browsing online platforms.



5

Competitive Edge

Professional staging differentiates a property from competing listings, helping it stand out in a crowded market.

6

Wider Pool of Buyers

Staging can help a home appeal to a broader range of potential buyers by neutralizing decor and minimizing personal touches.

7

Buyers Can Visualize the Space Much Better

In a 2021 National Association of Realtors (NAR) Survey, over 83% of buyers find it "easier to visualize the property as their future home" when it's professionally staged

8

Professional Objectivity and Expertise

If you can't see objectively, you can't "package" effectively. Have an HSR staging professional get your home into its most advantageous condition for showing.

9

You Can Relax and Have Peace of Mind

You will have the satisfaction of knowing you have done everything possible to affect a quick sale of your most valuable commodity and for top dollar. Don't leave money on the table!



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10 Considered a “Critical Necessity” to Selling a Home

According to a Zillow survey of thousands of real estate experts, “home staging” was listed as the TOP TWO necessary items to sell successfully.

11 Staging Doesn’t Cost a Dime

In a RESA survey of over 13,000 homes the average investment of 1% the value of the home had a return on investment of 5-15% over asking price for over 75% of the homes.

12 Cheaper Than a Price Reduction

Professional staging is always much less expensive than your first price reduction.

THE “FEEL HOME” Staging PHILOSOPHY

Blue Belle RVA believes that successful staging is the art of using marketing and design techniques to create an environment that buyers can “aspire” to. “If I buy this house, I can live like this.” At Blue Belle RVA we use the art of “positioning” 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.

What does “feeling home” look like? For Blue Belle RVA, it’s a combination of eight things we analyze in each room in order to create a lasting impression for the homebuyer:

First Impressions - We will walk through your home room by room, taking note of our first impressions, what grabs us, what glares at us, and what gives us a feeling of home.

Home Buyer's Appeal - In order for a buyer to “feel home,” they need to not be reminded of this being your home. We'll depersonalize the space while retaining the warmth and fun of photos.

Eliminating Clutter - The packing starts now, as we pack away a good percentage of everything in the room in order to create a more clean, open and spacious feel.

Obligations - Cleaning/Repairs - The dirty work speaks for itself but is often overlooked because you've lived here for so long. Let's remove any potential inspection issues and the buyer's mental "repair list."

Emphasizing the positive while downplaying the negative - Finding your beautiful focal points, we will emphasize what we love about the room and hide or distract any of the potential negative aspects of the rooms.

Modernizing - This involves updating your style and building simple accessories out of what you already have to create clean lines and form. We will recommend critical purchases not only as valuable investments in the staging process but to modernize and refresh your current items.

Lighten Up - Focusing on lighting and color, we will make each room into a bright, warm and inviting space buyers can respond to. Paint and light fixtures are key elements to buyers.

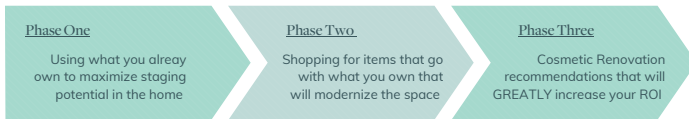
Emootional Connection Points - Creating the “Wow Factor” - This is the fun part and is a huge focus of our positioning strategy. We'll show you how to build in these subtleties in order to make the buyers subconsciously desire to live here and “feel home.”



NEXT STEPS

We are eight critical steps away from selling your home quickly and for the most money possible! We'll start the process in our consultation by having you put on "buyer's eyes" as a first step in transforming your home into what home buyers will fall in love with.

Now that you know what it takes to get your home sold fast and for the best price, let's get started! As you know, the first key to getting your home sold is home staging. There are three phases to the home staging process, which will be addressed completely in my home staging services starting with a Consultation and continuing through our Staging Days:



Phase One – Maximizing What You Have, so That it Appeals to Buyers

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

Phase Two - Recommended Purchases as “Investments” in Selling Your Home

Working within your budget, I will only recommend purchases that will MORE than pay for themselves in the speed and dollar amount of sale. During the Staging Day, I will bring in accessories in order to get fantastic photos for your Realtor's marketing efforts and to attract Internet traffic. Over 95% 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 I bring 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. I 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. I will tell you which rooms and improvements are “worth it.” Don't spend on cosmetic changes without first consulting the experts!



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MEET YOUR *Stager*



Anissa Charles

Owner | Stager

📞 804.955.0436

✉️ anissa@bluebellerva.com

Anissa is a member of the Real Estate Staging Association (RESA) and is Certified in Staging and Redesign through Home Staging Resource. When she's not busy staging and marketing you can find her spending time with her family, planning game nights, crafting, camping, kayaking and enjoying the outdoors.

