

DESIGNED TO APPEALSM

A Home Staging Company serving New York City and the Hamptons

The Cold Hard Facts....

- **Buyers shouldn't profile the seller!**
 - The buyer should not be able to tell whether a single male, a middle-aged woman, an older couple, twenty-somethings, etc. live here, so we need to neutralize the space
- **It's not about YOUR taste anymore!**
 - We need to set up the space to appeal to a broad range of buyers
- **It's not YOUR home anymore!**
 - Once your home is put on the market, it's not yours anymore – get used to it
- **It's a product to be marketed!**
 - Just as if you were selling your car or a skin care product, it's all about the packaging.

Once you realize these cold hard facts, you are on your way to a fast and profitable sale of what is probably your greatest and biggest asset – so treat it that way!