

# DESIGNED TO APPEAL

A Home Staging Company serving New York City and the Hamptons

## Why You Should Stage Your Home...

- Your **investment** in staging is almost ALWAYS going to be **less than the first price reduction**.
- Studies show that the **longer your home is on the market the lower the price will be**.<sup>1</sup>
- Less time on the market means you **save money** on mortgage payments, taxes, monthly fees, utilities, etc. – these savings more than cover the cost of staging.
- We want to **emphasize** the positive and **downplay** the negative
- **10 seconds** is all you have to impress a buyer or renter, so make that **first impression** a good and lasting impression.
- **90% of buyers start their search online**, so if your home doesn't show well it won't make it past the initial search.<sup>1</sup>
- **Only 10%** of homebuyers can actually visualize the potential of a home.
- Buyers **don't like projects** and will offer less money to account for them.
- According to a study by RESA<sup>2</sup>, both occupied and vacant homes on the market for a while that were subsequently staged, **spent 78% less time on the market after being staged**. Homes that were staged prior to going on the market **sold in 90% less time**
- While most buyers start out looking for a home based upon logical criteria, for example, 3 bedrooms, 3 bathrooms, outdoor space, they end up purchasing based upon an **emotional connection they feel when they're in the home**.
- The goal of staging is to repackage your home as a **“product” you are selling**. We want to make sure things look great so that buyers will **aspire to live the lifestyle they see portrayed**.

<sup>1</sup>National Association of Realtors; <sup>2</sup>Real Estate Staging Association 2017.

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917.297.1528

## Why Stage a Vacant Property?

The goal of staging is to get a house or apartment sold or rented fast and profitably. Through **staging**, **we want to create an emotion so that when buyers walk inside**, they immediately fall in love and want to live there. The goal is to make them aspire to the lifestyle the apartment portrays. **An empty or partially furnished apartment can't achieve that.**

Only 10% of buyers/renters can see beyond emptiness and envision their possessions in a home.

In addition:

- Empty rooms appear *smaller* than they really are
- Without a frame of reference, it's incredibly **difficult** to tell the scale and size of a room
- Without furniture, sometimes it's **difficult to tell the purpose** of a room
- It's **difficult for buyers/renters** to figure out if and where their furniture will fit
- Vacant and partially furnished apartments appear soulless and **no emotional attachment** can be felt when the buyer/renter walks into a room
- We want to emphasize the positive and downplay the negative – **empty and partially furnished apartments can't achieve that**
- Empty and partially furnished apartments **don't show well online** and 90% of buyers/renters start their search online
- Small **defects will stand out** because the buyer/renter will have nothing else to look at
- Buyers/renters think the owner is "**desperate to sell or rent**" so they don't have to carry two mortgage payments, maintenance expenses, utilities, etc.
- According to a study by RESA<sup>2</sup>, both occupied and vacant homes on the market for a while that were subsequently staged, **spent 78% less time on the market after being staged**. Homes that were staged prior to going on the market **sold in 90% less time**

\*Real Estate Staging Association 2017

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## Why Stage an Estate Condition Property?

An **estate condition apartment** is “one that was owned by someone who died and left it to heirs who are selling it for (a) cash distribution. It is a property that has not been renovated for more than 20 years. Usually it is one in fairly bad shape, but not always.”<sup>1</sup>

- Buyers **do not have a vision** of the apartment’s potential
- We need to get rid of the “**ick factor**” often found in estate condition apartments
- Buyers **don’t like projects** so we need to make the place as presentable as possible without doing renovations
- We want to *emphasize the positive* and downplay the negative
- Small **defects will stand out** because the buyer will have nothing aesthetically pleasing to look at
- Estate condition apartments **don’t show well online** and more than 90% of buyers start their search online
- Buyers will think the heirs are **desperate to sell**
- Today’s buyers **don’t like dark** and heavy antique furniture
- The following will go a **LONG way** in getting the apartment sold quickly and for its best possible price:
  - Clearing out personal items
  - Removing outdated furniture and replacing it with updated rental furniture
  - Painting the walls so that the apartment feels fresh and clean
  - At least buffing the wood floors, if not removing stained wall-to-wall carpeting and refinishing floors
  - Swapping out light fixtures for inexpensive but more updated fixtures
  - Swapping out kitchen and bathroom faucets and cabinet hardware
  - Thoroughly cleaning the apartment including the windows

<sup>1</sup> Brick Underground