

How much does staging cost?

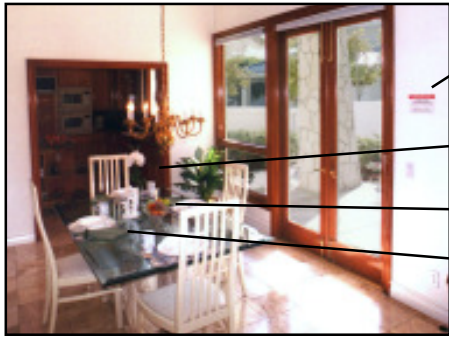


Wendy Gustafson sent me a lovely note. She wrote: "I thought the staging was ideal!" She spent \$300 on touchup paint and some silk flowers! Together we moved furniture around until we achieved the sense of space and flow that buyers like. Result: we freed Wendy from a contingency that two months after our sale was still unresolved, we got \$20,000 more for the house, and we did it in 12 days!



REASONS FOR HAVING LITTLE OR NO BUDGET FOR STAGING!

Reasons for not having a staging budget include: 1. Your business is slow. 2. You were laid off. 3. You already bought your next house and now you're making 2 payments. 4. Your spouse just retired. A stager is not an interior decorator. You can be honest with your stager! *"Look, Rich, I'm broke and we're going to have to make do with some elbow grease and some touchup paint!"* That works for me! Your stager will understand, he's been there! Your stager will fit the staging to your financial circumstances and help you prioritize! What is really important? What can we skip?



feature card describing the pool area: cost: \$0.00

bud vase and white silk rose: cost: \$3.99

fake fruit: cost: \$30.00

dishes: cost: \$0.00

(With this type of simple staging, the sellers netted \$65,000 more than the unstaged home across the street with an ocean view!)

TOTAL VALUE OF THE IMPACT OF THIS TYPE OF CHARM: **PRICELESS!!!**

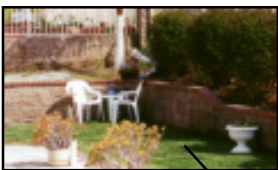


Curb Appeal Prop
plastic urn: \$7.50
color bowl: \$7.50

STAGING THAT DOESN'T REALLY COST ANYTHING BUT IS IMPORTANT!

Curb Appeal: I dropped off an information package recently at a \$1,000,000+ home where the owner had told me on the phone that he knew he had great curb appeal, and he couldn't understand why he didn't get one offer with the former agent. At a glance, I saw many problems. I saw places where old curbing cement patch was coming up. I saw a cold sterile exterior with little color and no charm. I saw things that an interior decorator won't see because typically they don't work on the exterior. Cement patch is cheap! Are you willing to get down on your hands and knees to make a very quick profit? Or shall we use my low-cost handyman? We can add color and charm with plastic urns and color bowls which are so cheap they are almost free – but the effect they have on creating a wedding-like setting is almost magical!

But what about things that are not that cheap. Suppose we have a house with awful carpet, and we can't afford to change it. Will that affect the price we get? OF COURSE! *"But Rich, I don't have the money for the carpet, so why should I do anything at all?"* Because the more we do, the higher the price we get. Any staging is better than no staging at all! It all comes down to: Find a good stager. Call me! I do staging. I do feature cards. I do new-home-builder quality advertising. I have achieved superior results for more than 20 hard-working years! Call me, Rich Estes, at: (949) 587-0903.



ing, we sold at 6% over that price in only 7 days on the market! I met the appraiser to prevent any possible bank problems with our price!



Simple props like these can have an amazing impact. Notice in the background a bottle of wine with another silk flower next to it on the counter.



Backed to major street. Sold 8% higher than local realtor said the list price should be.



The brown front door was painted white. This change, and the colorful urns, created a much friendlier curb appeal.

The 3 neighborhood realtors gave this seller the same suggested list price, based on the highest recent comp. After staging and feature cards and professional advertis-