

## What is Staging®?

*Staging® is a means to transform your home into a style which is attractive to buyers that has been proven to sell homes faster and/or for more money.*

*This not only entails de-cluttering the house, but also arranging furniture and accessories in a way that draws the eyes to the key selling points of a house, and instills a feeling of welcome and comfort.*

*The benefits of Staging and other services offered by Successful Home Staging are not limited to house sellers - an inviting, functional and cozy environment is attractive to everyone.*

*All our services are available on a flat-rate basis, so relax and enjoy the transformation, rather than looking at the clock.*



*A clean, uncluttered workspace is a key selling point for kitchens.*

Successful Home Staging  
Domenica Tatasciore, Owner  
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Address Correction Required

[CUSTOMER NAME]  
[STREET ADDRESS]  
[ADDRESS 2]  
[CITY, ST ZIP CODE]



# Successful Home Staging

[www.successfulhomestaging.com](http://www.successfulhomestaging.com)



## Need a Transformation?

- Prepare your house for a fast sale and/or for a higher selling price
- Get a solution to arranging that troublesome, awkward room
- Organize and De-clutter
- Decorating tips, color selection advice
- Plan the setup of your new home

Phone: 508-451-5103

Web site: [www.successfulhomestaging.com](http://www.successfulhomestaging.com)

# Staging Works!

A recent nationwide survey<sup>1</sup> has shown that homes that have no market interest (listed on the market for an average of 136 days), when Staged by an Accredited Staging Professional (ASP™) are under agreement after an average of 7.6 days. Moreover, the equity increase is a minimum of 3% (as much as 50% in some markets).

Attractive homes do sell, but after an average 32-42 days on the market. When a home is professionally Staged before going on the market, the average time to 'sale pending' status is 6.8 days! Again with the same equity increase mentioned above.

Having your home professionally Staged by a certified ASP™ Stager, is a solid investment, with an average return on investment of 169%<sup>2</sup>. 'Lighten and Brighten' and 'De-cluttering' yield average return on investments of 769% and 594% respectively!

Review the services offered by Successful Home Staging, and see how we can help you.



<sup>1</sup>2004-5 survey of 200 homes staged by an Accredited Staging Professional  
<sup>2</sup>2003 HomeGain survey of 2000 real estate agents nationwide  
 See StagedHomes.com for these and other interesting statistics.

# Services

## Home Staging

This first entails a consultation whereby every room of your home is reviewed and a detailed list of issues that need to be addressed is made. We then Stage the house by re-arranging your belongings to create and maximize focal points in your rooms.

## One Day Decorating

A quick transformation to make your home presentable on short notice.

## Rearrangement Design

This involves the careful and strategic placement of your furniture and accessories to create and maximize focal points in your house and to create continuous flow and movement between rooms.

## New Homeowner Decorating

Need options or professional advice on how to arrange rooms in your new home?

## Staging To Live

A Staged home to enjoy for yourself, we'll rearrange your furniture and display your accessories so you can live in a de-cluttered and cozy environment.

## Organization & De-cluttering

We can help organize your everyday home life and reduce the clutter which keeps you from enjoying your home.

## Personal Shopping Assistance

Don't have time to shop? Don't like to shop? Have trouble choosing colors or patterns? We know where to shop for the best items at the most affordable prices to make your house a home.



*Emphasize the key focal points, and remove distractions*

## Pricelist

	Price	Per...
Home Staging	\$300 (<2000 ft <sup>2</sup> ) \$400 (>2000 ft <sup>2</sup> )	Flat rate
In Home Consultation	\$150 (<2000 ft <sup>2</sup> ) \$200 (>2000 ft <sup>2</sup> )	Flat rate
One Day Decorating	\$200	Half day
Rearrangement Design	\$50	Room
New Homeowner Decorating	\$50	Room
Staging To Live	\$200 (<2000 ft <sup>2</sup> ) \$300 (>2000 ft <sup>2</sup> )	Flat rate
Organizing & De-cluttering	\$100	Half day
Personal Shopping Assistance	\$100	Half day

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