

ASP® Staging Works!

What Does Staging a Home Mean?

When you get ready to place your home on the market for sale it becomes a product. Similar to a product on the shelf at your local store, the product has features and benefits as well as pluses and minuses, and there is always competition. To compete with the competition in the marketplace the product must be priced right and look better than the other products for sale. Your home is no different, it is one of many homes for sale, and you must present it to the buyers in the best way possible, and that means that you need to get it Staged.

Staging is the process of preparing any home for sale, regardless of price, condition or location. Using a proven professional set of guidelines, we will work with you room by room inside your home and all around the outside to get it Staged in the best way possible for the least amount of investment.



Rena Kovach
703-599-6057

Rena Stager, ASP®

Before buyers decide to buy, they need to mentally move their own things into a home. If a home has too much or too little in it, it is difficult for most buyers to visualize how their own things will look in the home.

We will come to your home and devote as much time as necessary to show you how to prepare your home for sale. Staged Homes sell faster than the competition and in most markets, for more money

Whether your home is large or small, vacant or lived-in, the investment in Home Staging is so very low compared to the high return you will receive selling a Staged Home.

Rena also carries a substantial inventory of quality furniture and accessories to either augment your existing furnishings or to Stage® a vacant home.

Fairfax Realty

8230 Boone Blvd #330

Vienna VA 22182



Phone (703) 599-6057

Fax (800) 375-7929

rena@renakovach.com

WWW.renakovach.Realtor

Staging by Rena



**A Professional
ASP® Staging Service
that Prepares
Homes for Sale**

*"The Way You Live in a
Home and the Way You
Sell a Home are Two
Different Things?"*



Rena Kovach
Your professional stager

Stage®, ASP®, ASPM® and IAHPSP® are Federally
Registered Trademarks of Stagedhomes.com®

***“The investment of Staging IN your home
is always less than a price reduction ON
your home”***



Before ASP® Staging



After ASP® Staging

What Others are Saying about Staging by Rena

*“ASP Staging sold our home for top
dollar”*

John Customer

*“Thank you for such a fabulous job
you did Staging our home in
Vienna...it sold in 3 days!”*

David Customer

*“Your expertise went far beyond our
expectations...we loved working with
you!”*

Joan Customer

How Does ASP® Staging Benefit You?

- Staged Homes look better than competing homes for sale.
- Staged Homes sell faster.
- Staged Homes sell for more money in most markets.
- Photos of Staged Homes look better in print and internet advertising.
- Agents working with Buyers recognize Staged Homes as properties ready to sell and are more likely to show your home.
- Staged Homes are recognized by Buyers as the best properties to see.
- Buyers view Staged Homes as homes that have been well taken care of.
- Building inspectors view Staged Homes as homes that have been well taken care of.
- ..Appraisers are more likely to appraise Staged Homes at a higher value.

Additional Services Offered by Staging by Rena

Staging to Live® Create a whole new look in your home while you live there too!

Personal Shopper Hire our team to buy new furniture or accessories as we Stage® for you

New Home Move-In Let our team move you in and beautifully Stage® your new home

Other Services You Offer Stage® for work, parties, events, holidays, yachts and more



Stage®, ASP®, ASPM® and IAHP® are Federally Registered Trademarks of Stagedhomes.com®

