



*Rena Kovach Presents*

*Spaces Streamlined*

Home Staging Presentation

# Three Keys to Selling a Home

## #1 Prepare the Home on the Inside (Home Staging)

*Buyers Need to "FEEL HOME" before Making an Offer...*  
Successful staging makes them feel that "If I buy this house, I can live like this."

## #2 Marketing Campaign

Over 80% of buyers are online looking at photos of homes FIRST- having beautiful photos of the staged home is critical in order to compare favorably over other properties.

## #3 Price the Home Right the First Time

According to a National Association of Realtors survey, the longer a home stays on the market, the further below list price it drops.

- Homes that sold in the first 4 weeks averaged **1 percent more** than the list price
- Sold in 1 month to 3 months averaged **5 percent less**
- Sold in over 6 months averaged **more than 10 percent less** than list price.



# Staging is a **MARKETING** Tool

A home becomes a commodity or product

For a product to sell, it has to be successfully packaged and marketed

Staging seeks to produce positive impressions for buyers.

## **Your Home Stager...**

Sees with "Buyer's Eyes"

Sells the space- not the stuff

Reduces, Rearranges, Refreshes

Adds color and charm

Will create appeal for a broad market

Honors the homeowner and their belongings



***Surveys show that professionally staged homes  
sell 50% faster and on average for 6 to 10% more money than unstaged homes!***



Decluttering Increases Space and Appeal



Simple Changes



Making the Most of What you Have



Affordable Purchases Add a Warm, Updated Feel



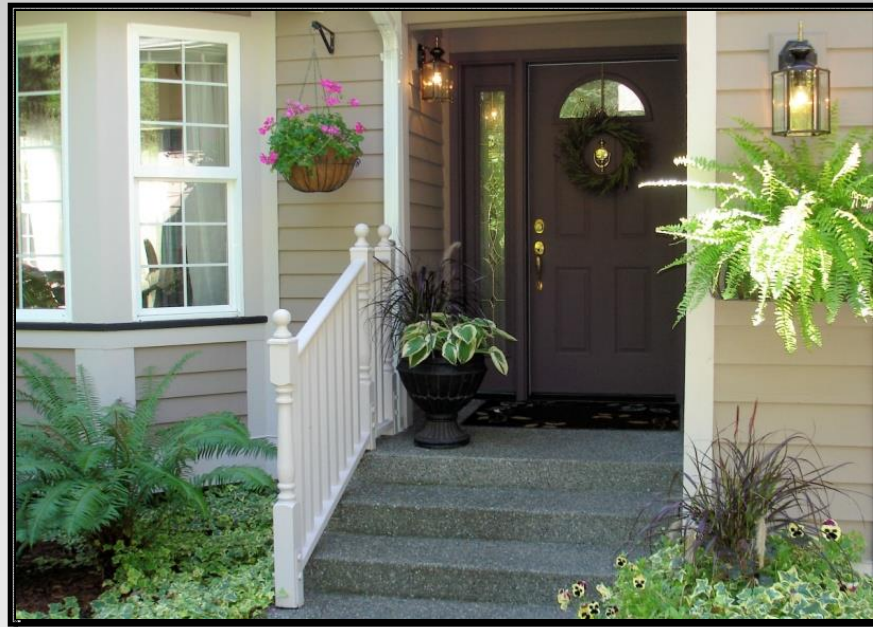
Empty Spaces Become Living Places



# Staging Makes the Difference!

Buyers will judge the entire home based on first impressions...

Before



**Which is more inviting to your potential buyers?**

**You only have one chance to make a positive first impression !**

## Top Reasons to Use a Professional Home Stager

According to 2014 Home Gain Survey, a \$300 investment in home staging resulted in an average price increase of \$1780 - a 586% Return on Investment!

The longer the home is on the market, the lower the selling price- so stage first!

Staged homes, on average, sell in half the time of non-staged homes.

Only 10% of home buyers can visualize the potential of a home...



***This is why staging a home is critical! Buyers only see what is-not what could be...***

## Why It's So Important to Stage A Vacant Home

### **People Don't Buy Houses, They Buy Homes**

The number one reason a buyer purchases a home is because it "felt home."

### **Without Furniture, There Is No Frame Of Reference**

Many times a buyer can't even tell if it's the living room or dining room in an unfurnished home.

### **When A Room Is Empty, Buyers Focus On Negative Details**

### **Vacancy Rate Is At All-Time High**

Make your home stand out from all the empty homes on the market!



Can buyers envision themselves living here?



## Our Feel Home Staging Philosophy

**First Impressions** We focus on making each one positive

**Eliminate Clutter** To create clean, open and spacious feel.

**Emphasize the Positive while Downplaying the Negative**

**Lighten Up** We'll focus on lighting, color and décor for a bright, warm and inviting space

**Home Buyer's Appeal** Let's depersonalize while retaining the warmth

**Obligations – Cleaning and Repairs** Take care of these for a move-in ready feel

**Modernizing** Update using what is already in the home before adding new

**Emotional Connection Points** Let's make buyers fall in love with the home!

# Staging Services

## For Occupied Homes

A Consultation will provide recommendations for decluttering, cleaning, paint, new fixtures and other affordable cosmetic improvements and/or furnishings and accessories that will result in a high ROI as well as turning your home into a market-ready product.

Staging Day(s)- we'll showcase each room by editing and rearranging furnishings, artwork and accessories to create a spacious, warm and inviting environment.

Beautiful after staging photos will be emailed to you for your use.



## Vacant Home Staging

We'll give each space a purpose and create warmth and impact...

Phone estimate and on-site meeting, before photos, planning

Furniture and accessory selection and delivery arrangements

One or more staging days

Weekly/biweekly property checks

After the sale we'll meet with the movers & spend a day or more destaging the home

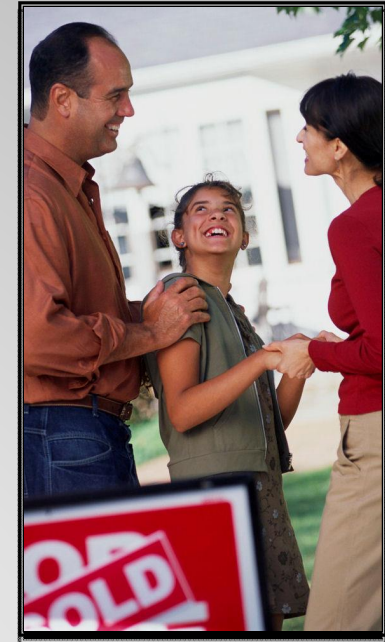


## See how offering home staging services as part of your marketing package *benefits you...*

**Buyers want a home that is move-in ready**

**Staging puts more money in your pockets** When you improve upon a product, you command a higher price

**Brings other agents in to view your property** You'll be getting more exposure for your move-in ready home



# Rena Kovach, Your Professional Stager!

The Real Estate Market has Changed,  
It's not Business as usual!

I am professional Home Stager,  
I Stage it to Sell!

I look forward to Serving You as my Clients  
with my Staging ASP Experties's!







**Thank You!**

Contact us 703-599-6057 or [renakovach@mris.com](mailto:renakovach@mris.com)  
for more information