



*Great Ideas
Come in
Small Packages*

The \$50,000 Advantage

In this current sluggish real estate market, sellers are wondering whether it is necessary to bother staging their home prior to putting it on the market. Staging uses space planning, color selection and rental furniture to play up the architectural features of the house to make it more appealing to a greater number of buyers. Actually, considering the time and effort required to prepare a house to sell, most sellers want to make the greatest profit possible and to shorten the days the house is on the market. Staging in any market condition eliminates the buyer objections, increases the number of offers and increases the price of the offers. All of this results in a faster sale and decreased stress for the sellers. Here on the peninsula there are very few new home sites, so most sales are competing with older homes which are also in the resale market. This means that remodeled well-maintained homes will stand out above the competition and garner the most offers.

A stager can evaluate the condition of your home in relation to what the demographic market of buyers in your neighborhood expect to see in a house of your price range. Then the stager can make suggestions about which investments (window replacement, lock repair, updating bathrooms, etc.) will yield the best financial return. The stager's skill with props can also make your home more unique than its competition.

A good example of the power of staging is the following example of a two bedroom one bath 900 sq.ft. bungalow that was sold in Burlingame. The kitchen had been remodeled two years previously, but the only bathroom was almost 70 years old! The home had such a small lot that it precluded any possibilities for expansion. The other drawback was the \$8000 of termite work that needed to be done. The owners worked with a stager with the goal of making their house desirable to a buyer who wanted a small home with minimal yard maintenance. One advantage the property had was that it was within walking distance from downtown Burlingame.



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The sellers

1. Removed oversized furniture and ugly art
2. Painted the living room a new color and touched up the other interior walls
3. Removed over 100 boxes of personal belongings
4. Trimmed landscaping and added blooming plants in newly mulched beds
5. Rented smaller furniture for two rooms
6. Painted the exterior of the house a new color scheme

The result of their \$6000 investment in staging was that they closed a sale in three days at \$50,000 over the asking price with no contingencies. The single person who bought the house felt that the small bungalow was just the jewel box she'd been looking for and was even willing to pay for the termite repair herself. Bottom line, the sellers made an additional \$58,000 of profits on their \$6000 staging expenditure!

Your home is your most valuable asset. Are you taking good care of it?

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