



*Great Ideas
Come in
Small Packages*

Budgeting for Staging Costs

Whether it's a one-time marketing consultation on how best to prepare a house for resale or a detailed plan and execution to transform a home into "model" appearance, Jean Cary Interiors' comprehensive decorating services can help you sell your property more quickly at a higher price. Access to excellent resources combined with 24 years of interior design experience ensures that you will get the highest return-on-investment for your staging expenditures. With today's resale market the opportunities to reap great financial rewards from staging a home have never been greater.

When you are budgeting for staging costs on your listings here are some guidelines you can use:

- The fee for the initial consultation with design ideas, improvements, cosmetic repair recommendations and projected budgets is \$350 for a home on the Peninsula (Palo Alto to South San Francisco- higher for homes outside this area).
- Furniture rental: a minimum of 2 months at an average cost of \$250 per room per month. Living room, dining room, master bedroom and kitchen eating area are usually staged with furniture. Household prop rental: \$350 per month for art, silk plants and table top accessories.
- Staging services: arrangements for furniture rental, supervision of furniture installation, floorplans, shopping, prop delivery, set-up and removal are billed at \$150 per hour.
- Complete staging services for the average Peninsula home, including the above noted items, generally run between \$5000 -\$7000 and can result in offers that make up this cost many times over.
- The cost and the scope of the staging services can be tailored to fit your client's budget. Houses that " look good" will excite more buyers and create more offers with fewer buyer objections thereby simplifying your job!

First impressions are the strongest impressions, so work with the premier staging company on the Peninsula to give your clients the maximum benefit.

Call Jean Cary Interiors at 650-593-9622 today, for a consultation on how to turn your listing in to a showplace in two weeks.