

Is home staging worth the investment?

In a competitive real estate market, home staging has become a popular way to increase a home's selling price and sell a house faster. But is it worth the investment? Here is an insight on what the home staging process looks like and if it really works.



What does the home staging process look like?

Home staging can be as simple as cleaning the entire house and removing personal, day-to-day living items or it can be a significant investment involving painting or even landscaping. Think of it as depersonalising a home so prospective buyers can imagine themselves in it.

Typically, the process starts with a full assessment of the home, with the home stager addressing the following questions: What's the general condition of the home? Is there sufficient and visually appealing lighting? Does the house need a new coat of paint? Are there any necessary repairs?

The home staging process is as straightforward as bringing in a stager to come up with a plan. He or she will help lay out the space to maximise what can be done. Then, the stager will often create look pages that highlight the textures, colors, and furniture styles of where they see the property going.

Having an accurate floor plan is important during the staging process. Use the floor plan to determine what furniture to use—size, style, color; it's all about the space. Also critical to the home staging process is the lighting, art, mirrors, accent pieces, and extra touches that bring the space to life. Flowers are also an important addition.



Does home staging really work?

Home staging absolutely works. People want to envision themselves in the home and for most it's hard to do that in an empty room or a home that has unique furnishings.

Buyers really need to feel connected to the space and most sellers are not designers. The unique qualities, the room sizes, and the specialties really need to be accentuated.

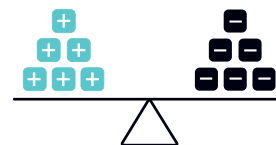
Staging will not necessarily yield more money in the end, but it may be the difference between sitting on the market or selling.



How does home staging affect the listing and selling price?

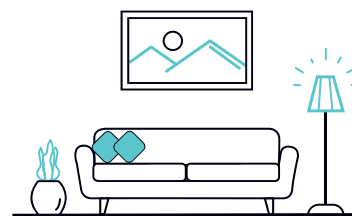
Home staging can sometimes effect the sale price of a property. A home that is empty, or sparsely furnished, does not present the same value as a home that is well put together.

Staging does not always guarantee you a better price or automatically justify a higher list price. The reality is that staging generally helps sell property faster and provides an opportunity to maximise the sale price.



Should you hire a home staging company or do it yourself?

The clear advantage of hiring a professional is that you get furniture that is much more specific to the space than off-the-rack furniture from rental outfits. Though you can save money staging yourself, the time of picking things up, arranging for movers, and finding all of the accessories isn't always ideal.



What to consider when hiring a professional home stager.

Ask for references and examples of past work, specifically in homes similar to yours that have had proven success.

Here are some questions to ask a potential home stager:

- + How long have you been working as a professional home stager?
- + What formal training have you received?
- + Do you work with a furniture rental company or do you have a warehouse of pieces to use. How does that affect the quoted price?
- + How long will it take to style the home?
- + Are you familiar with the real estate market in my area and the expectations of buyers in my price range?

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