



# Frequently Asked Questions

## What is staging?

Staging is the process of preparing your house for sale regardless of price, location or condition. Three Rivers Home Staging Certified Professionals follow a proven methodology that involves knowledge of real estate, home renovation procedures, creative design principles, and proven project management techniques. Our goal is to bring our staging clients peace of mind by showing the property in its best light, allowing it to sell for the best possible price in the shortest time possible.

Staging is NOT just decorating. In part, it means that sellers ideally begin the process of moving before listing the property. Pre-packing, de-personalizing, de-cluttering are all activities that reveal the assets of a property as “move-in ready”. Cleaning, repairing, painting, renovating, and landscaping are prioritized, with recommendations made to achieve the best return on investment. At Three Rivers Home Staging, project management skills keep tasks on time and on budget.

## Does staging work?

Staged houses sell faster! One study found that if staged before being listed, vacant houses sell 85% faster and occupied houses sell 62% faster. Selling a property fast is important because the National Association of Realtors found that the longer a property sits on the market, the further below original list price the sales price ends up being. Whether a property is occupied or unoccupied, has been listed by a realtor or for sale by owner, once a house is staged, buyers can see themselves “at home” and it sells quicker. In California and in major markets across the country, staging is as common as engaging realtors. Why? Because it works!

## When do I stage?

Three Rivers Home Staging recommends the “B4” method:

- + B4 the sign goes on the lawn
- + B4 photos are taken
- + B4 your property brochure is created
- + B4 any marketing begins
- + B4 the real estate office comes through
- + B4 any Open Houses
- + B4 anyone sees it!

A staged property makes for beautiful photos and virtual tours. Beautiful photos attract more buyers to showings; this means more opportunities for offers and increased opportunity to sell the listing on the first round of marketing.

In general a property staged by an HSR Certified Professional is prepared for market so it shouts, "BUY ME!"

## What are the benefits of staging?

Three Rivers Home Staging has a proven track record of preparing houses so they sell fast – even in a depressed housing market – for the right price, giving sellers peace of mind. Sellers have peace of mind because houses that are staged sell for up to 17% more than houses that are not, according to recent statistics from the US Department of Housing and Urban Development. They sell for more because buyers believe they get a better value. According to a recent report by the Real Estate Staging Association:® (RESA®)

- + Buyers view professionally staged houses as “well-maintained”.
- + Realtors tend to show professionally staged houses to more potential buyers as “move-in ready”.
- + Professionally staged properties “stand out” in potential buyers minds.
- + Professionally staged houses present and show better than competing houses for sale, including new construction homes and higher-priced houses.

## What is the average budget for repairs and upgrades?

According to the “Consumers Guide to Real Estate Staging,” published by RESA® (Feb. 2010):

- + 73.2% of professional stagers report their clients invest between \$500 to \$2,000 in repairs
- + 20.8% of professional stagers report their clients invest between \$2,000 to \$5,000 in repairs

## That sounds expensive. How much does staging cost?

Consider first what typically happens if sellers do not stage their house. Last year data were collected on 126 properties that stayed on the market 263 days (9 months) before owners decided to stage. The RESA® study also shows 284 homes that were staged before they went on the market and they sold on average in 40.5 days. This is approximately 223 fewer days (7 months) on the market.

Time is money, particularly if you have to move to a new location before selling a house.

The table below shows how much it can cost in direct expenses (that is, mortgage, taxes, insurance, utilities, condo fees, maintenance expenses like landscapers – also called carrying costs) when you have to move before your house sells.

**Note: If you take a price reduction, you can also add that into the loss you are taking by listing a property un-staged.**

Staging fees for services provided by Three Rivers Home Staging can be as little as \$150 for a consultation, with a

### Illustration: How Carrying Costs Accumulate

Month	If Total Monthly Direct Expenses Are . . .					
	\$1,500	\$2,000	\$2,500	\$3,000	\$3,500	\$4,000
1	\$1,500	\$2,000	\$2,500	\$3,000	\$3,500	\$4,000
2	\$3,000	\$4,000	\$5,000	\$6,000	\$7,000	\$8,000
3	\$4,500	\$6,000	\$7,500	\$9,000	\$10,500	\$12,000
4	\$6,000	\$8,000	\$10,000	\$12,000	\$14,000	\$16,000
5	\$7,500	\$10,000	\$12,500	\$15,000	\$17,500	\$20,000
6	\$9,000	\$12,000	\$15,000	\$18,000	\$21,000	\$24,000
7	\$10,500	\$14,000	\$17,500	\$21,000	\$24,500	\$28,000

\$75 reduction if the seller signs a contract for staging or Your Moving Concierge™ services on the day of the consultation. The price of services varies based on the condition of the property, the need to rent furnishings (and the type of furnishings), the amount of pre-packing and cleaning sellers are willing to do, and a host of other variables. Quotes are based on square footage of the areas that need to be addressed.