

# TOP TEN CLUES THAT YOU NEED PROFESSIONAL HOME STAGING.

**SELLING  
YOUR  
HOUSE?**

Selling your house for the right price at the right time can transform your life. But you might have to transform your house to do it.

Would you benefit from professional home staging? Take the quiz and let's find out.

The second in an occasional series from your friends at Gardner Group.

# QUESTION 1:

## DO YOU WANT YOUR HOME TO SELL QUICKLY AND AT THE HIGHEST POSSIBLE PRICE?



**NO**

YOU NEED PROFESSIONAL HOME STAGING.

National Association of Realtor statistics show that staged homes sell faster and for up to 6% higher price on average. One reason is that staged homes look so much better in photographs posted online, which is an important consideration.

Studies have shown that 90% of prospective buyers are not able to visualize a home looking any different than the way it looks when they first step in the door. With professional home staging, your house will appeal to the largest number of house hunters wanting a fresh start in an organized, functional and welcoming space.

Give buyers what they are looking for and they will buy faster and pay more. Period.



## QUESTION 2:

HAS SOMEONE MADE A POOR FIRST IMPRESSION ON YOU, AND THOUGH THEY LATER PRESENTED THEMSELVES IN AN EXTREMELY FAVORABLE LIGHT, IT NEVER COMPLETELY ERASED THE POOR INITIAL IMPRESSION IN YOUR MIND?



**NO**



YOU NEED PROFESSIONAL HOME STAGING.

Too many sellers put their homes on the market unstaged, and end up reducing the price or having the home sit on the market for months.

Once their pain point gets high enough, they bite the bullet and hire professional home staging. When it doesn't have an immediate result, they wonder why.

Well, everyone has already seen your photos, and been to your open houses. Good luck getting them to take another look.

Benefit from your own experience on this one, and present a professionally staged house for buyers' consideration from day one.

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## QUESTION 3:

IF YOU BOUGHT FIVE NEW COATS TODAY,  
WOULD IT BE A CHALLENGE TO NICELY FIT  
THEM IN YOUR CLOSET?



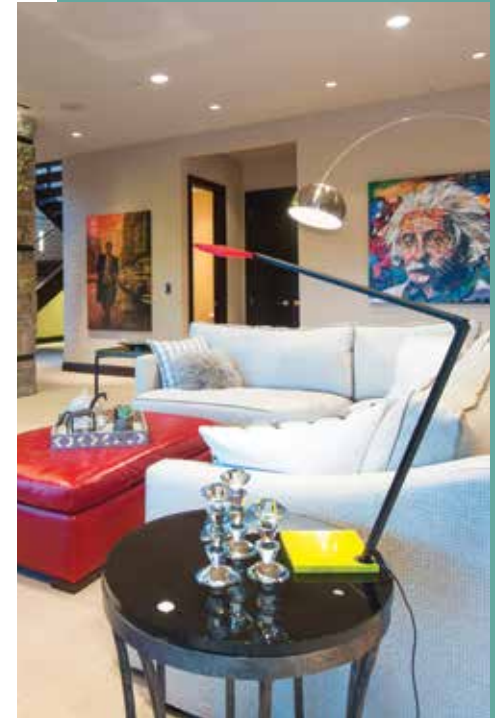
NO

YOU NEED PROFESSIONAL HOME STAGING.

Ample storage is often at the top of a buyer's priority list.

Every closet, every cabinet, every drawer in your entire house should be only 70% to 80% filled to give the impression of spaciousness.

Reducing the impact of your stored treasures to ideal levels sounds easy, but it's not. An objective eye can be priceless.



## QUESTION 4:



# DO YOU HAVE A BELOVED FAMILY PET OR TWO?



**NO**

YOU NEED PROFESSIONAL HOME STAGING.

Nothing turns off many buyers faster than evidence of pets... from musty pet odors to errant scratches.

Pets dig holes in the yard, scratch at the door, shed hair that gets caught in vents and more.

Many people have pet allergies and find pet accessories, bowls, pet hair, and anything pet-related distracting and disturbing.

As a loving pet owner, you stopped noticing or became extremely desensitized to your pets' effect on your home many years ago, no matter how tidy you are.

## QUESTION 5:

# IS “OUT OF SIGHT, OUT OF MIND” YOUR CREDO?



**NO**

YOU NEED PROFESSIONAL HOME STAGING.

You're amazing. A dynamo in life and business, never letting a detail slip through the cracks. You have a style that works great for achieving your goals, and you should heartily stick with it. Don't change a thing.

Unfortunately, the habits that make you so great at life and living... will have the opposite effect on your home sale journey.

Instead of taking yourself off-track and turning yourself inside out to master a new approach, let a professional home stager figure it all out for you. Leave what needs to go (temporarily), and what can stay to the professionals. You just keep being you!



## QUESTION 6:



# DO YOU CONSIDER TIME TO BE ONE OF YOUR MOST PRECIOUS ASSETS?



## NO

YOU NEED PROFESSIONAL HOME STAGING.

We love our full lives.

Work, career, family, kids, sports, school, hobbies, travel, carpools, personal projects, church, clubs, civic duties, parents, friends are important.

Probably boning up on the latest interior design and home accessory trends, shopping for new linens, and endlessly rearranging the furniture to get it just right are not reasonable and welcome additions to your busy schedule.

Leave it to a professional home stager, and get back to the good stuff.



## QUESTION 7:

ARE EITHER OF THESE STATEMENTS TRUE?

A. THERE IS FURNITURE IN THE HOUSE;

B. THERE IS NO FURNITURE IN THE HOUSE.



NO

YOU NEED PROFESSIONAL HOME STAGING.

Everyone knows that you need furniture in a house to sell it quickly and for the best price. But not just any furniture will do.

If your house is empty, you can patch together a look using extra furniture from Aunt Lou's basement, or a mass-market rental company. But it will look like exactly what it is – slapped together from available odds and ends. People touring your home may be thinking “who lives here” instead of “I love it.” You need a professional to do it right.

If your house is filled with your own treasured furniture, problem solved, right? No. Many people have too much furniture, sometimes arranged in combinations that just sort of “happened” years ago. It may be arranged for living, but not show your house off to its best effect. Many people haven't taken a good, hard look at their furniture in years. Wear and tear happens.

Sometimes after a home is professionally staged using the owner's own furniture, the owners say, “This looks so much better. Why didn't we do these things years ago?” We say, better late than never.





## QUESTION 8:



# ARE YOU OBVIOUSLY “OUT”? (AND WE DON’T MEAN LGBTQIA)



**NO**

YOU NEED PROFESSIONAL HOME STAGING.

There are incredibly beautiful homes in the world, expensively and stylishly decorated to the last detail ... 12 years ago. Nothing is old or worn, it’s just dated and OUT. You may still love it, but your ideal potential buyer will not.

What to do? What can stay, and what MUST go to get your ideal sale price quickly. What is the current threshold among buyers for accepting and looking beyond dated design features, furniture and accessories in viewing property?

Professional home stagers have their finger on the pulse of what’s happening in home sales. Get advice on how to maximize what you have, and eliminate those things that will kill the sale.

## QUESTION 9:

DO YOU HAVE THE CUTEST COLLECTION  
IN THE WORLD OF YOUR GRANDMOTHER'S  
HAND-MADE POT HOLDERS?



**NO**

YOU NEED PROFESSIONAL HOME STAGING.

Or antique pottery, native American rugs, vintage barber poles, priceless Civil War paper-weights... Everyone touring your home will enjoy seeing that, right? It will enhance their desire to own the home knowing that the current occupant is a collector of such neat stuff, right?

WRONG.

By the way, we can't wait to see your collection. But in the meantime, put this e-book down and call a professional home stager right now.



## QUESTION 10:



# ARE YOU SENSITIVE TO CRITICISM?



**NO**

YOU NEED PROFESSIONAL HOME STAGING.

Selling your house can be like having your guts ripped out. You're constantly getting feedback throughout the process of what's **WRONG** with your house and its contents. "Take that down before the next open house." "You need all new towels." "The new towels you bought are the wrong color. Get new ones." "The pantry is not cleared out enough, and better hide that serving platter." It's enough to kick off an existential crisis.

Avoid it all with professional home staging.

Pass the responsibility for how your house looks when it hits the market to someone else. Don't take any of your home stager's suggestions or changes personally.

This is not a referendum about your lifestyle or your taste; this is simply about marketing your home for a speedy sale at the highest possible price ... with the least hassle and most pleasant experience for the homeowner.

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## CONCLUSION:

# IF YOU ANSWERED YES TO ANY OF THESE QUESTIONS, YOU NEED HOME PROFESSIONAL STAGING.

In an increasingly do-it-yourself world, it's the one thing that is virtually impossible to do yourself.

If you're in the Park City, Utah area, Felicity Gardner Interior Design is an invaluable resource to help you get your home staged just right.

If you list your home for sale with Felicity's husband and business partner Murray Gardner of KW Park City Keller Williams Real Estate, you will receive 20 hours of Felicity's professional home staging services for free.



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WANT TO STAGE, BUILD, BUY OR REMODEL IN PARK CITY.

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