



Your “Secret” Weapon

Staged for Success offers win-win marketing solutions for brokers, real estate agents and builders.

For the Broker/Realtor:

We help you approach your clients with this new and successful marketing strategy. We offer many affordable options and work within all budgets.

Your client and/or you may qualify for our;

- ✓ “Stage now, Pay later” program.
- ✓ “Realtor Referral” program.

We will show you how offering our services as part of your listing/marketing package will;

- Set you apart from your competition and get you on track to becoming a **top producer**.
- Insure committed home sellers who are willing to work with you to get their **home sold for top dollar**.

98% of real estate professionals surveyed believed it was necessary to hire a Professional Home Stager. Only 20% of those surveyed have actually hired a Professional Home Stager.

Ask about our free suggested marketing tool to bridge this gap!



Staging
Resou

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Information Sessions: Brokers can schedule **Staged for Success** to speak at an upcoming agent meeting. There is **no fee** for this service. Your agents will leave equipped with valuable marketing information and tools. You can also schedule a private one-on-one with **Staged for Success** and any newly licensed real estate agent.

Staged for Success offers a full line of staging accessories and furniture for the “do it yourself” homeowner, builder and/or agent*.

- ✓ Accessory Packages
- ✓ Wall Art Packages
- ✓ Textile Packages
- ✓ Furniture Rental
- ✓ Color Selections

Staged for Success has access to a full line of high-end furnishings and accessories...you won't find in a rental store! *We offer great competitive rental rates.*

Staged for Success is armed with valuable realtor handouts and brochures for preparing homeowners to sell their home for top dollar.

Color Board Presentations: Builders and investors will benefit from our low cost color scheme / material layout.

Redesign Report: With this report your client will be equipped with a NO COST option for making their home more appealing to buyers.

Email Staged for Success at staging_washington@comcast.net for free information to include in your listing presentation folder.

Realtor Resource Guide

to
Successful

Home Staging

presented by

Staged for Success



Home Staging Expert, HSE
Certified Redesign Specialist, CRS

360.540.3612

www.StagingWashington.com



Agent Conscious

As a former real estate agent, I know that you know staging is a necessity. **But how do you convince your clients?** I have heard it all,

- ❖ My clients have no extra cash.
- ❖ My clients don't want to deal with the hassle of moving their things.
- ❖ I have a hard time telling clients that their beloved house smells and doesn't show well.

This news often is better received from an outside source, with statistics and useful information to back it up, along with realistic alternatives to all of their issues. That is where Staged for Success' **free consultation** comes in.

Call us to discuss these issues with you personally and find out how together we can get top dollar for your clients home...not to mention, a quick sale!

Be sure to read the back of this guide for more resources. I look forward to hearing from you,

Julie Conner

Owner, Staged for Success

Seller Conscious

We understand that not all sellers can see the value in home staging. We approach this issue sensitively. Currently, in our market a homeowners largest investment is most likely their home. Nobody wants to lose money on their home. We can help home owners see that home staging actually increases their bottom line in both a buyers and sellers market. As a home seller, having objective information regarding the appeal of their home could prove to be invaluable.



Even a jewel needs the right setting.

Buyer Conscious

As for buyers, (this is our special focus group) they are all driven by their senses and what appeals to them on a sensual or emotional level. Buyers want to feel like they are getting more for their money (i.e., a better life style). **Staged for Success'** home staging appeases these feelings and brings to life the saying "*Home is where the Heart is*". Our goal is to make buyers feel emotionally attached before they leave the front door. One of the ways to accomplish this is to create a profile of the potential buyer based on trends and the current

Services Oriented

Staged for Success works with real estate agents, homeowners, or both. We offer a free consultation to assess needs, budget and extent of project. Bids are then emailed within 24 hours to the requesting party.

Quality, professionalism and integrity is the foundation of our success. Our experience ranges from completing **entire remodel projects** to **redesigning starter homes** to decorating **builder's high end model homes**. We maintain an inventory of quality furniture and accessories that are available for rental.

Services include but are not limited to:

- ❖ Detailed Reports and To Do Lists
- ❖ Color Selections
- ❖ Redesign
- ❖ De-cluttering & Packing
- ❖ Vacant / Model Home Staging

We believe that every home owner should be able to afford staging services. Regardless, our involvement, our goal is always the same, to make a home as marketable as possible within our client's budget.

Attract attention to your listings!

