

HOME STAGING®

MYTH

BUSTERS

1 STAGING IS
DECORATING...

2 STAGING COSTS
TOO MUCH...

3 I CAN JUST WATCH
ONE OF THOSE SHOWS...

4 ALL I NEED ARE LIGHTS,
FLOWERS & MUSIC...



Sensational
HOME STAGING



YOUR REGIONAL HOME STAGING EXPERT

1-888-93-STAGE (303)717-7918 www.SensationalHome.com

UNIQUELY QUALIFIED • EXCEPTIONAL SERVICE • VALUABLE EXPERIENCE



As the premier Home Staging company serving the greater Denver region, Jennie Norris has been helping clients prepare their houses for sale since 2002. *A Staged House is a SOLD House!*

MYTH 1: Staging is Decorating...

Staging is **NOT** Decorating or Design! Decorating or Design is personalizing and Staging is De-Personalizing and preparing a house for the un-known Buyer. That is why it's **KEY** that you hire someone with training specifically on how to prepare a house for sale.

The Accredited Staging Professional Designation® (ASP®) is the **ONLY** nationally recognized professional designation for Home Staging. Make sure to hire someone with this professional designation when selecting a qualified Home Stager. The ASP Master Designation is the highest level of education in the Home Staging industry. Jennie Norris is an ASP Master.

TIP: *When the focus of the Staging becomes about things and not your house, then you are working with a decorator and not a trained Stager. An ASP Stager can use existing items in a house and their creativity to properly Stage a house for sale.*

MYTH 2: Staging Costs Too Much...

Staging is an **INVESTMENT** in getting a house sold and the investment in Staging is always less than a price reduction. An ASP Stager has been trained to work with a Sellers' budget and time-frame to properly Stage a house. I like to ask our clients, "Can you afford **NOT** to Stage?" When compared with the other costs associated with the sale or purchase of a home, Staging is very reasonable. In most markets, a Staging report detailing what needs to be done to Stage the house for sale is less than the appraisal or Home Inspection reports.

MYTH 3: All I need are Lights, Flowers, and Music...

Lights, Flowers and Music are great for Showing a house, but that is not Staging. Staging requires an objective and professional assessment of a house's strengths and challenge areas, and solutions to help Buyers fall in love with what they see. This requires more than just flowers and music to achieve - it requires an Action Plan! Your ASPM Expert at Sensational Home Staging can help you and your clients with a Success Plan for getting their house **STAGED** and **SOLD!**

MYTH 4: I Can Just Watch one of those Shows...

The shows on HGTV and similar channels give Sellers the idea that they need to do something to their house to prepare it for sale, but Sellers cannot truly be objective in a house they have been living in and need a 3rd party independent opinion to get it properly Staged. Jennie Norris with Sensational Home Staging has the experience and ideas to help Sellers get their houses ready and as an ASP Master I honor my clients, and work closely with Realtors to help get a house sold.