

Stage your Home

Home Staging is an art often overlooked but highly valuable when looking to garner the highest price possible during a real estate sale. This well-defined marketing technique is used widespread in the United States and many European countries, yet emerging in Mexico. Home Staging consists of "setting" a home with attractive items including furniture and accessories to make it more attractive to potential buyers.

A wide range of items are used in home staging including furniture, curtains, cushions, lamps, small decorative objects, paintings, old tiles and much more. A wide range of material elements can radically change the perception of the house that is being sold. Effective home staging that uses appealing elements will increase online visits and visually attract more buyers with cohesive photos that show off the many strong points of the rooms which are the focus. It's also important to maximize search engines and property portals to optimize results, give clients and real estate agents the information they need to procure a sale and provide efficient results. First impressions are the one that last and home staging can make that first impression the only one a seller will need to close the deal.

Indeed there are many reasons why it is best "to set" a house rather than leave it empty. A well decorated, furnished home gives buyers a sense of "home" and "comfort" otherwise lost. A welcoming, warm impression to visitors, potential buyers, provides them with the ultimate visualization of possibilities of what could be their new home. All of this adds immediate value to the property.

Designed to get maximum results with minimum cost, in Home Staging the elements used along with their assembly and installation are fast. To implement it in a building, represents an investment of approximately 0.6% of the cost of the house. For example this type of investment applied to apartment / house with a sale price of \$300,000 USD, would involve a basic investment of aprox. \$1,800 USD. Each home has to be considered individually thus requiring personal quotes for that home's specific needs.

Some interesting facts and figures include:

- * Over 90% of home buyers look online first to see which homes they want to see
- * The number of visits to online photos determines how many times the property is shown

- * Over 95% of Staging Homes, were sold in 30 days or less in the United States
 - * Staged Homes were sold 2-3 times fast than that of non-staged homes
 - * Home Stagings is always less of an investment than that of a home price reductions
 - * The Housing and Urban Development Agency (HUD) has reported that staged homes were sold for 17% more than non-staged homes
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The Virtual Home Buyer

As a Professional Home Stager I often tell clients that buyers today are in a different league. With access to the internet, virtual tours, digital photos and new types of on-line real estate shows that are becoming available, a savvy home buyer does not need to leave the comfort of their home to decide whether or not to see a property listed on the internet. Often, time strapped buyers will make a decision at their computer screen as to whether or not the house is worth getting in the car (or plane in some situations) to see. In the case of relocations, it becomes necessary to view properties cross country or globally and access to the internet becomes crucial. I make it a practice to regularly search real estate on line to preview the virtual tours and photos. I find myself "virtually" staging the houses that look like they need it.

I always wonder what the reasons are behind why certain homes have no photos or tours available. I'm especially curious about the homes that don't have any photos or tours. Is this a marketing strategy to keep a buyer guessing? Is it due to lack of information about digital photography or virtual tours? Is it seen as too expensive or time consuming? Is the home in such poor condition that no photos should be taken? Why? This is one of the most important tools after listing that sellers have in getting their house seen and sold. Another valuable tool in the process is home staging. Staging will present the home in the best condition to appeal to the most number of buyers, which translates to a quicker sale and in many cases, higher profit.

There is never a second chance to make a first impression and staging is crucial for making that fabulous first impression whether on-line through amazing digital photos and virtual tours or in person as the buyer walks up to the door. Professional Stagers make the job of Sellers, Realtors, and Photographers much easier. Stagers complement those

services and promote the sale of a home in ways beyond the norm. Staging is becoming a “must have” service not only for sellers but also for real estate professionals who understand what home staging can do for their bottom line.

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