

Home Sale Success Story

This staging success story comes from Ann Anderson, one of the authors of this book:

“In September of 2009 I was asked to stage a condo that had been on the market for five months. It was a relocation and the owners had already moved, so the condo was empty. It was in a nice association, but one that had many other units for sale. In addition, although the condo was a nice size (2-story, 3 bedrooms, with a finished basement family room), it was built in the 1980's and hadn't been updated.

I knew that to make the best first impression the first floor, which included the combination living/dining room, kitchen and master bedroom and bath, needed to be furnished. I selected rental furniture and accessories that would show off the space nicely. The furnishings didn't overwhelm the space, but they did distract from the dated look and showed potential buyers how they could live in the space. Five weeks later I was moving the furniture out – it had sold! And when I met Realtor and the new buyers, they all said it was the staging that did it!”

For further information about staging a house in Connecticut, contact Ann Anderson at Rooms Reborn, 203-459-8901, or through her website at www.roomsreborn.com.