

Home Sale Success Story

This success story comes from Karen Otto, a Home Stager from Plano Texas:

“I was contacted by a home seller who had a semi-vacant home on the market for 5 months with no offers. Showings at that point were non-existent. Although she had been working with a Realtor, she was extremely frustrated and decided something more was necessary than what was currently being done to market the property - and STAGING was it.

My initial visit was to preview the property and write a bid for staging the property with accessories and furniture to offset what was currently there. I observed several things that needed attention.

One recommendation was to remove the very dated furniture pieces that had been left in the house. Another was to replace a few light fixtures. Both suggestions were made to improve the look of the home and to inexpensively bring it to current standards.

The demographics of the neighborhood were geared towards young families and first-time home buyers, so the home needed to reflect a more modern and updated look to appeal to this market of buyers. Not widely understood by home sellers, Professional Home Stagers take into account many factors beyond home décor and de-cluttering. Understanding the buyers in the price points and locations of the homes we stage is a standard part of what we do. It's a very important part of the staging process.

I'm happy to report that after the home was staged, it was successfully sold. Rather than have me explain the details, the following is a summary of questions I ask my clients after a home sells. These are the words of the home seller herself ...”

Hi Karen, proud to report we closed today on the property ... thought I would try and give you the report you asked for ...

1. How long was the home on the market prior to staging? 5 months

2. How many offers/showings prior to staging? No offers, 47 showings in 5 months (45 first time showings only 2 second).

3. How many offers/showings after staging? 5 offers in 33 days, 47 total showings (35 first time, 10 second, 2 third)

4. When did the final offer go under contract? 32 days after staging

“Still not convinced that home staging works? Here are a few final words from the home seller regarding her home staging experience ...”

“Immediately we could tell a difference in the comments of the people viewing the house. It's amazing what a difference a little staging makes! In less than one month, we had multiple offers and our final contract just a few days later. We only wish we had done this five months earlier! Kay M. Home Seller, Richardson, TX

For staging help in the Dallas, Texas area, contact Karen Otto of Home Star Staging: Real Estate Staging & Consulting (“Make your HOME the STAR Attraction in the Competitive Real Estate Market”), ASP, RESA, 2009-10 President, Real Estate Staging Association, Dallas Chapter at 469-964-0516 or visit her website at www.homestarstaging.com. See photos of this project on page 194 of the Appendix.