

Home Sale Success Story

This story comes from “The Staging Fashionista”, Mannie Tantawy of Virginia:

“In December 2009 I got a call from an investor who asked me to stage his investment property in Alexandria, Virginia. The home was a vacant two-story townhouse that had been sitting on the market since August. It had been on the market for 121 days. The Listing Price was \$379,900, which had been reduced from \$389,900 in October 2009. The price was more than fair for that neighborhood. The investor contacted me and asked if I would stage the home as this was his ‘last resort’. So gladly I accepted.

It was a lovely townhouse in a developed neighborhood, convenient to shopping and local transportation. The townhouse was not showing well as it was empty and some of the rooms were oddly shaped, so buyers couldn't figure out how to place their furniture. The home also had some nice architectural features that you wouldn't really notice unless you highlighted them with paint, accessories or lighting.

The investor did not want to spend a lot of money so I had to work within his budget. I went into the home and staged ONLY the entry way, the kitchen, the bathrooms, and the master bedroom, creating nice vignettes in the rest of the home. I added some accent walls with really nice accessories to attract attention to the focal points of the home and to show off the architectural details.

When I was done I was pleased but the investor was still not convinced. **The home sold 7 days later** for \$381,000! The investor was thrilled and not only is he now a believer in home staging but he also now uses my services for the rest of his investment properties. A win-win situation for all.”

Mannie Tantawy, The Staging Fashionista (*Dressing Homes to Sell*) serves Northern Virginia and the DC-Metro area. Contact Mannie at 703-269-8330. View photos of her work on page 196 of the appendix and on her website at www.thestagingfashionista.com.