

## Home Sale Success Story

Sue Geurs and Laura Harvey of The Property Promoters share with us this story:

“In the fall of 2009, we were called in to look at a beautiful 3500 square foot vacant home in Fire Rock Country Club, in Arizona. The home, which had been bought at the height of the market as a second home, was 5 years old with 3 bedrooms and 3 baths, and included a complete master suite, office, family room, gourmet kitchen, outdoor patio with built-in BBQ and outdoor bar, pool, flagstone wraparound deck, wine room, 3-car garage and fireplace. The Realtor asked us to convince the homeowner that staging for a reasonable rate would help the house sell. We agreed, provided they would consider a pricing adjustment after 30 days as the house (priced at \$1.2m) was at the higher end of the market.

Although the home was a beautiful structure it felt empty, cold, incomplete and undefined. We got it staged within a week, bringing out the warmth and character of the home and defining the rooms so buyers could imagine living there. The Realtor got over 100 people through the open house and showcased the home on a virtual tour. They got an offer within 60 days at 100% of the new asking price! The thrilled homeowner told us staging made all the difference!

For more information on Sue Geurs and Laura Harvey, Scottsdale, AZ designers, home stagers and contributing authors to [energizedseller.com](http://energizedseller.com) and [www.yourpropertytalk.com](http://www.yourpropertytalk.com), visit [www.thepropertypromoters.com](http://www.thepropertypromoters.com) give them a call at 480-816-8899 or email them at [info@thePropertyPromoters.com](mailto:info@thePropertyPromoters.com).

