

Home Sale Success Story

This "One Day Sale Success from Staging" comes from Carra Riley, a Real Estate Consultant, author & speaker from Williams, Arizona:

"Sellers in today's market should strongly consider using a staging agent to create a product that will sell. A home needs to be the 'best property at the lowest price' or it may not have a chance of selling. As a Broker and consultant with 30 years in real estate, **I believe that staging is the difference between a sale and no sale.**

As a consultant, I encourage sellers to spend the money to stage the home so a buyer makes an offer. The best recommendation anyone can have on this issue comes directly from a satisfied seller ...

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Carra, I can't tell you how much I appreciate you connecting me with the Realtors in Havasu. I was so impressed with both of them that it was hard to make a decision. Trying to find them on the phone would have been a nightmare. I may have ended up with someone with no experience and no true idea of the time and place we are in with Real Estate. The fact that you were able to check comps and confirm pricing was key. I really needed that check point from this distance.

*When the Realtor I chose actually went and coordinated the minor renovation the house needed and then did some staging to make it look inviting, I knew I had made the right decision to stay in Denver and leave the details to the professionals. I really think it cost less in the long run to have her decide what to do rather than me come to town and labor over things I don't do every day. The fact that my home sold in **ONE DAY** may not be the norm but I am pleased as punch. I know it has to do with the fact that you know the market and what works. I just took instruction.*

When we entered the Real Estate market in Havasu in 2002 I had no idea of the ride we had just jumped on. Buying the first three seemed monumental but you made the transactions smooth and easy even from a distance We have been through some turbulent Real Estate times since 2002. Being a lender in Colorado and as close to the market as I am, I still would not have known what path to take on many occasions from this distance.

Thanks for staying in touch in good times and really for hanging in there when things took a turn in the Real Estate market. You came through on all 14 of those transactions and I really appreciate it. I wish you the best! I will be happy to share my experiences with anyone.

*Ellyn Meister
Arvada, Colorado*

The voice of a satisfied seller who spent over \$5,000 to paint, re-carpet and stage the home speaks for itself. Again, I strongly recommend the use of professional stagers in the sale of a home."

For more information on Carra Riley, CRB, CRS, GRI, Real Estate Consultant, Author & Speaker, contact her at www.CarraRiley.com, www.CosmicCowPie.com, Carra@CarraRiley.com, <http://activerain.com/cosmiccowpie>, or Skype: Carra Riley.