

Home Sale Success Story

This story comes from Kate Case, a Home Stager from New York:

“In early December 2009, I was contacted by a Realtor from Wayne, New Jersey regarding one of his new listings. He wanted to bring me in to help consult on paint colors for the home’s dark wood paneling and also felt it could use some staging. The Realtor really wanted to place the home on the market before the holidays and he asked me to schedule a home staging consultation right away.

We all met at the home within a few hours of the first phone call. The homeowners mentioned that they had tried to sell their home 1-2 years ago with a different Realtor but they did not have any luck. They also mentioned they did not receive any suggestions from their previous Realtor on how to prepare their home for an Open House.

I spent about 2 hours at the home going room by room and made some suggestions while I was there. We first decided on a paint color for the room with dark paneling as the home sellers already had a painter scheduled. I then marked the furniture that needed to be removed from the home to ensure it would show better. The sellers were so eager; they started implementing some of my suggestions before I even finished my initial evaluation.

I returned a few days later with my full Home Staging Action Plan, which had everything for every room clearly outlined. It included everything from the accent colors to use throughout the home to the kind of towels to purchase for the bathrooms. I even suggested they move the house number on the outside of their home so buyers would be able to see it. When I returned about 10 days later to look over the home and provide some more hands-on staging, it looked fantastic! We spent about 3 hours going over everything and taking some final pictures. The Realtor joined us about half way through so he could take his pictures to post on the MLS.

The first Open House was scheduled for the next day, which was a Saturday, but December is cold and snowy in New Jersey so it needed to be rescheduled to Sunday. They had some pretty decent traffic for a very cold December day. I received a phone call Monday afternoon from the Realtor. They had accepted an offer for \$2,000 less than their asking price. **The home sold for \$477,900 in about 1 day!**

I owe it all to having a great Realtor who supported me every step of the way and who strongly suggested the home sellers bring me in, and to the fantastic home sellers who did everything in my Action Plan. They even painted their garage floor, something that was not included in my plan. When home sellers, agents and stagers all work together, houses sell for what we want them to sell for - and they sell quickly!”

Kate's Home Staging and Redesign (*“Making every home better through redesign”*) offers Home Staging, Interior Redesign, Color Consultations, and Vendor Discounts. She serves Orange, Rockland, and Passaic Counties and surrounding areas in New York.

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