

FIRST

impressions

A Publication by LoveLee Homes



A REALTOR'S GUIDE TO EFFECTIVE HOME STAGING

Welcome to "FIRST IMPRESSIONS: Realtor's Guide to Effective Home Staging," your comprehensive resource for understanding and harnessing the power of home staging in real estate. In this guide, we'll explore the benefits, processes, and strategies for utilizing home staging in your real estate business to attract more buyers and close deals faster.



Whether you're a seasoned real estate professional or just stepping into the game, this guide is your trusted companion. From the fundamentals of staging to advanced strategies for creating emotional connections with buyers, LoveLee Homes has curated a roadmap to success tailored for realtors.

Join us as we explore the power of first impressions, delve into staging techniques that resonate with today's buyers, and discover how a well-staged home can be a game-changer in your listings. Get ready to elevate your real estate endeavors with insights, tips, and a wealth of knowledge that will set you apart in a competitive market.

It's time to turn each listing into a story, each space into an experience, and each client into a delighted homeowner. Let's embark on this journey together—because in the world of real estate, staging isn't just about selling homes; it's about crafting dreams. Welcome to the art of effective home staging!

As you implement these strategies, remember that LoveLee Homes is here to support you every step of the way. Don't hesitate to reach out if you have questions, need advice, or want to explore how we can collaborate to make your listings even more appealing. Staging isn't just a luxury; it's a necessity in today's real estate landscape, and we're here to help you leverage it effectively.

Your success is our success, and together, we can create a lasting impression in the world of real estate.

Kindest Regards,

Trisha Lee

Owner, LoveLee Homes

REALTOR'S GUIDE

to effective home staging

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INTRODUCTION *to home staging*

WHAT IS HOME STAGING?

Home staging is the art of preparing a property for sale by arranging and decorating it to make it appealing to potential buyers. It goes beyond traditional interior design. It's about creating an emotional connection between the buyer and the property.



WHY DOES IT MATTER?

Not only does home staging lead to a quick sale at top dollar, in a competitive market it's a total game changer for the overall success of your real estate business. It just might be the tool to give you a competitive edge in the real estate market.



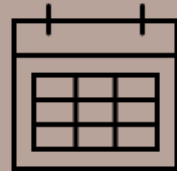
IMPACT *of home staging*

- 1 Faster Sales**
Staged homes typically spend less time on the market. The enhanced visual appeal and strategic presentation attract more potential buyers, increasing the likelihood of a quicker sale.
- 2 Increased Perceived Value**
Staging helps highlight a home's strengths and potential, leading to a higher perceived value. This can result in more competitive pricing and better returns for both the seller and the Realtor.
- 3 First Impressions Matter**
The first impression a home makes is crucial. Staging creates a positive and memorable first impression, drawing in potential buyers and setting the tone for the entire viewing experience.
- 4 Professional Image**
Recommending staging demonstrates a Realtor's commitment to providing a comprehensive service. It positions the Realtor as a professional who understands the intricacies of the real estate market and is dedicated to maximizing a property's potential.
- 5 Stand Out in the Market**
In a competitive real estate market, staged homes stand out among the competition. They attract more attention online and during showings, increasing the likelihood of receiving offers.
- 6 Effective Marketing Tool**
Staged homes provide a wealth of visually appealing material for marketing efforts. High-quality photos of staged interiors make listings more engaging, increasing click-through rates on online platforms.
- 7 Positive Buyer Perception**
Staging creates an emotional connection with buyers by allowing them to visualize themselves in the home. This positive emotional experience can lead to quicker decisions and a higher chance of making an offer.
- 8 Minimize Negotiation Obstacles**
A well-staged home often requires fewer negotiations. Buyers perceive the property as well-maintained and move-in ready, reducing concerns that might lead to price reductions or back and forth negotiations.



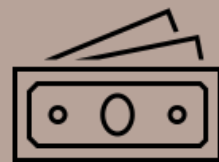
BENEFITS

of home staging



QUICK SALES

Staged homes typically spend less time on the market. A well-staged property can capture buyers' attention, leading to faster sales and reduced carrying costs for your clients.



TOP DOLLAR

Staged homes often command higher selling prices. Buyers are willing to pay a premium for a home that looks move-in ready, well-maintained, and visually appealing.



INCREASED INTEREST

Staged homes create emotional connections with buyers. When people walk into a staged property, they can visualize themselves living there, making them more likely to place an offer.



Selecting a HOME STAGER



FACTORS TO CONSIDER

When choosing a home stager to work with, consider factors like their experience, portfolio, pricing, and their understanding of your local market. Ask for referrals from other real estate agents.

KEY QUESTIONS TO ASK POTENTIAL STAGERS

1

What is your approach to staging?

2

Do you have references?

3

Can you work within a budget?

4

Do you have availability?

Want to know the right answers? Download ours at www.loveleehomes.com/answers

THE STAGING PROCESS

from proposal to presentation

Depending on what type of home staging service you are needing, Vacant Home Staging, Occupied Staging Consultation, or Occupied Additions, the process typically involves some type of assessment of the property.

1 VACANT HOME STAGING

Vacant home staging is just that! The home should be vacant of all furnishings and people. The stager will take measurements and provide a detailed staging proposal, which includes rooms being staged, furnishings, and price. Once agreed upon, the delivery and installation date will be scheduled and a contract will be sent. Payment is required at the time of installation.

2 OCCUPIED STAGING CONSULTATIONS *Virtual or In Person*

Occupied Staging Consultations are an affordable option that require the homeowner to be present. It is a “walk and talk” presentation where the stager gives specific and detailed suggestions for the homeowner to complete after the the consultation is over. The homeowner receives a folder full of helpful checklists and additional guidance to help make a tremendous impact on the presentation of the home both in listing photographs and showings.

3 OCCUPIED ADDITIONS *A LoveLee Homes Unique Offering*

Occupied Additions is a staging service offered to homeowners who will remain living in the home while it is for sale. This includes rearranging the seller’s furniture, adding decor and accessories, and creating a welcoming atmosphere for potential buyers.



For current pricing, please visit www.loveleehomes.com/services



STAGING STATISTICS

the impact of staging

These statistics collectively emphasize the substantial benefits of home staging, from reducing time on the market to increasing property values and positively influencing the entire selling process.

73%

Time on the market: Staged homes, on average, spend 73% less time on the market compared to their non-staged counterparts. This statistic underscores the efficiency of staging in attracting potential buyers quickly.

300%

Return on Investment (ROI): The return on investment for staging is significant. According to the National Association of Realtors (NAR), the average ROI for staging is around 300%. This means that for every dollar invested in staging, sellers can expect to get three dollars in return.

6.32%

Higher Sale Price: Staged homes often sell for a higher price than non-staged homes. The Real Estate Staging Association (RESA) reports that homes that were staged before listing sold for 6.32% more than their unstaged counterparts.

90%

Online Presence: In the digital age, the online presentation is crucial. According to a study by the NAR, 90% of potential buyers start their home search online. Staged homes have been shown to generate more online interest, with professional photos of staged homes receiving significantly more views.

81%

Buyer's Viewpoint: The NAR reports that 81% of buyers find it easier to visualize a property as their future home when it's staged. This visualization is a key factor in converting potential buyers into actual buyers.

Positive Impact on Buyers

Staging can have a positive impact on the value of a home. A well-presented home can influence the buyer's perception of the property's worth.

Staging Influence on Offers

According to RESA, staged homes receive more offers than non-staged homes. The exact percentage varies, but the general trend is that staging increases the likelihood of receiving multiple offers.



Tips for communicating **THE VALUE**

Addressing Reluctance from Sellers

It's essential to effectively communicate the value of home staging to your clients. One of the most common misconceptions that we hear is that "Home staging is too expensive." Here are some suggestions on how to shift the conversation from an expense to an investment.

1

Share staging statistics.

2

Show before and after photos.

3

Emphasize how staging can help their property stand out in a crowded market.

4

Share testimonials from satisfied sellers.

Home staging is an effective tool that will elevate your listing and take you from "For sale" to "SOLD!"

Selling the Staging

LoveLee Homes has created customizable materials, including checklists, flyers, and email templates to help you show your clients the impact of home staging. Use the resources at www.loveleehomes.com/sell to showcase the transformation and appeal of staged properties.



STAGING

on a budget

Cost-Conscious Strategies

Staging doesn't have to break the bank. Our LoveLee Homes occupied staging consultations are a great way to introduce home staging to your clients in a budget friendly way. We'll share strategies for staging, including depersonalizing the space, rearranging existing furniture, and making small, impactful changes.



STAGING TIPS

low cost. high impact

- Declutter** Remove excess personal items, furniture, and clutter to create a clean and spacious feel. This allows potential buyers to visualize the space and imagine their belongings in it.
- Depersonalize** Minimize personal touches to make the home more neutral and appealing to a broad range of buyers. This involves removing family photos, unique artwork, and personal memorabilia.
- Clean** A spotless home is essential. Clean every surface, from floors to ceilings. Pay attention to details like grout, windows, and appliances. A clean home signals that the property is well-maintained.
- Neutral Color Palette** Use neutral colors for walls and larger furniture pieces. Neutral tones create a blank canvas that allows buyers to envision their own style in the space.
- Furniture Arrangement** Arrange furniture in a way that highlights the home's features and creates a natural flow. Ensure that each room has a clear purpose, showcasing its functionality.
- Art of Placement** Place decorative items strategically to draw attention to the property's strengths. Highlight architectural features and create focal points to guide the viewer's eye.
- Lighting** Adequate lighting is crucial. Ensure that each room is well-lit. Natural light is particularly appealing, so maximize it by opening curtains and blinds.
- Curb Appeal** First impressions matter. Enhance the exterior by maintaining the lawn, landscaping, and ensuring the front entry is welcoming. Consider adding potted plants or flowers for a touch of freshness.
- Stage with Purpose** Every piece of furniture and decor should have a purpose. Avoid overcrowding spaces, and ensure that each item contributes to the overall aesthetic and functionality.
- Professional Photography** High-quality photos are essential for online listings. Professional photography captures the staged home at its best and attracts more attention from potential buyers.

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SUCCESS STORIES

Real People. Real Results

To illustrate the impact of home staging, LoveLee Homes has collected success stories from Realtors and sellers who've witnessed dramatic transformations in their listings after professional staging. These testimonials collectively emphasize the substantial benefits of home staging, from reducing time on the market to increasing property values and positively influencing the entire selling process.



TESTIMONIALS

"We have been in business for over 60 years and have seen our fair share of markets, but staging has always added additional money in our Seller's pockets. Staging can spark an emotional connection, show the layout better, and give a vision for an otherwise bland space. It can also help Buyers to look past imperfections, and helps show a home's true potential. Without a doubt, staging has led to many multiple-offer situations!"

- Graham Realty

"Trisha has staged several new homes for us and she is just the best! New homes sometimes lack that warm and welcoming feeling that a house gets from being loved and lived in but when Trisha stages them, that's out the window! It's so helpful for potential buyers to be able to see the home staged so they can really imagine themselves living there. It makes all the difference and has helped us tremendously in being able to sell these new homes! We HIGHLY recommend working with Trisha! Not only is she fabulous at her job but she is also super nice and responsive."

- Kaylee N. Realtor

"Trisha and her team did an amazing job staging a home for my clients that were selling their home. Her quote was VERY reasonable and I appreciated how she took care of my clients. I will definitely use LoveLee Homes for staging in the future. Trust me when I say, as a Realtor, you get one chance to make a first impression and Trisha and her team bring an empty space to life and give the BEST first impression!"

- Tiffany V. Realtor

"Trisha was able to accommodate us quickly and with great quality! We got multiple offers in just 2 days. Thank you LoveLee Homes!"

- Jenny G.

"We got a cash offer with the first showing! We are very pleased with the professionalism displayed by LoveLeeHomes, great expertise and keen eye for style!"

- Susan B.

"Working with Trisha has absolutely transformed the selling process for our clients. Staging can spark an emotional connection, show the layout better, and give a vision for an otherwise bland space. It can also help Buyers to look past imperfections, and helps show a home's true potential. Without a doubt, staging has led to many multiple-offer situations! The ultimate goal is always to put the most money possible for our Seller's, and the quickest way to accomplish that is to enlist the help of Trisha and her team!"

- Mackenzie K. Realtor



Staging Trends

WELLNESS-FOCUSED STAGING

Given the increased focus on well-being, staging with elements that promote relaxation, such as cozy reading nooks or spa-like bathrooms, is on the rise.

MAXIMIZING NATURAL LIGHT

Staging to enhance natural light is a timeless trend. Light, airy spaces tend to feel more inviting and spacious.

NEUTRAL COLOR PALETTES

Neutral colors like whites, grays, and soft earth tones remain popular. They create a clean, versatile canvas that appeals to a broad range of tastes.

MIXING STYLES

Eclectic staging, blending different styles of furniture and decor, is gaining popularity. This approach can create a curated and personalized look.

FLEXIBLE FURNITURE ARRANGEMENTS

Stagers are opting for furniture arrangements that showcase flexibility and multifunctionality. This allows potential buyers to see how spaces can adapt to various needs.

MAXIMIZING NATURAL LIGHT

Bringing nature indoors is a consistent trend. Incorporating natural materials like wood, stone, and plants adds warmth and a connection to the outdoors.

FREQUENTLY ASKED QUESTIONS

Is staging only for expensive homes?

Some people believe that staging is only necessary for high-end properties. In reality, staging can benefit homes across various price ranges by enhancing their appeal and facilitating a faster sale.

Is staging just decorating?

While decorating is part of staging, it goes beyond mere aesthetics. Staging strategically highlights a home's strengths, minimizes weaknesses, and emphasizes its potential, creating a compelling narrative for potential buyers.

Is staging really expensive?

Many assume that staging is an expensive endeavor. However, staging can be tailored to fit different budgets. In some cases, simple adjustments like decluttering, rearranging furniture, and adding a few accessories can make a significant impact.

Is staging only for vacant homes?

Staging is beneficial for both vacant and occupied homes. For occupied homes, staging consultations can guide homeowners on how to present their space effectively.

Is vacant staging necessary?

Empty rooms can make it challenging for buyers to visualize the potential of a space. Staging helps buyers connect emotionally with the property, envisioning how they could use the rooms.

Is staging one-size-fits-all?

Effective staging is tailored to the specific property and its target market. Each home has unique features that can be highlighted through thoughtful staging strategies.

Would it be sufficient to DIY the staging?

While homeowners can do some staging themselves, professional stagers bring expertise in design principles, market trends, and buyer psychology. Their trained eye can transform a property more effectively.

Is staging only for slow markets?

Staging is beneficial in any market. In a seller's market, it helps maximize the property's value, while in a buyer's market, it can give a competitive edge by making the home stand out.

Addressing these misconceptions helps potential clients understand the value and versatility of home staging in various real estate scenarios.



NEXT STEPS

to a great first impression



Elevate your space with the transformative touch of LoveLee Homes Staging!
Here's your pathway to a stunningly staged home:

1 DISCOVER BY CALL OR TEXT

Reach out to us for a personalized consultation at **316-990-0389** to discuss your goals, preferences, and unique property features.

2 CONNECT VIA EMAIL

Can't call right now? No worries! Shoot us an email at **info@loveleehomes.com**. Share your vision, and we'll guide you through the process.

3 FOLLOW US ONLINE

Stay in the loop by following us on social media. Catch a glimpse of our previous projects, client testimonials, and the latest staging trends.

Ready to embark on a journey to a beautifully staged home? Reach out via call, email, or online. We look forward to giving your property a one of a kind first impression!

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