



To Stage or Not To Stage

We hear a lot about the benefits of staging, but when asked for details, few people seem to have a comprehensive understanding of how it works and why it makes sense. I met with Sabrina Aronica, owner of Moda Interiors, a company that specializes in interior design and staging. I asked Sabrina some questions and want to share her insight with you.

What is staging

Staging is creating a model home atmosphere to enhance the features and appeal of a house with one goal in mind: sell the property as fast as possible at the highest obtainable price. Staging can be as simple as placing a few placemats, plates and bowls on the breakfast bar, or as extensive as painting accent walls, changing light fixtures, furnishing, and accessorizing the entire home, including patios and pool area.

What type of property will benefit

It is a commonly held belief that staging only benefits luxury homes. This is not true, properties of all types and price ranges benefit equally from staging.

Why it works

Professional stagers deliberately create a specific type of energy in every room; they accentuate good features and diminish bad ones. They can manipulate how a potential buyer feels when he or she walks into a room. Buyers make a decision about a home in the first 90 seconds of viewing and, on average, spend only six minutes looking at a house. Most buyers cannot visualize the home furnished and therefore can't see themselves living there. Staging helps the buyer visualize how their new home will look and feel.

How it works

Sabrina likes to start with an in-home consultation to discuss what will be the most suitable furniture and décor for the home. Upon execution of the agreement, the custom-selected furniture and décor is delivered, installed and set up by the designer. If desired by the home owner, the company will hold liquidation sales every weekend or every other weekend to help boost exposure and generate foot traffic to the property. All items sold will be replaced first thing Monday morning. Once the property is sold, the furniture will be removed.

What is the cost

The cost varies, depending on the skill and experience of the stager, as well as what the home owner wants them to do. Generally, cost ranges from \$0.20 to \$0.80 per square foot per month, with a minimum of two to three months. Remember, everything is negotiable and you have the choice to stage your home in whole or in part (the job can also be priced for an overall area). Be aware that staging the whole home is preferable and will convey the maximum perceived value.

It is a good idea in any given scenario to maximize your chances of success and do all you can to stack the odds in your favor. For this reason, I believe that staging is a valuable tool worth considering for any seller that wants to improve results. Sabrina says that on average 60% of the homes that are professionally staged sell within 60 to 90 days.

Good luck!

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As an investor himself, as well as a licensed Realtor®, Dimitri has over a decade of real estate experience. Dimitri's specialties include primary residences, second homes, investment properties, commercial properties and land. He has been recognized for being a Multi-million Dollar Producer, and is an accomplished Realtor® committed to superior results for his clients.

"Strive not to be a success but rather to be of value" Albert Einstein