

Home Staging and Model Homes same Philosophy!



What do New Model Homes have in common with staging a home? They are both competing for the same home buyer and they are both marketable products!

In this phase of home staging, we like to say what we do is 'put the value of the home right up front in full view' just like the model homes we decorate! Our background is extensive in model homes so our home staging style is to approach your home as though it **were** a model home. New homes have good features to build upon including flaws that we disguise.

If your home is occupied and you need to get it market ready, you will have parameters and limitations that model homes don't have.

Tip: The very first things you need to ask yourself is:

- What are the best features of this house?
- What are the worst features of this house?
- What is the value of the house if we don't do anything?
- What could this house be worth if we staged it to sell?
- What if we added home improvements too? What would the house be worth then?
- Write them down, then ask everyone who knows you the same questions. You will be able to get a good idea as to how to proceed with the selling of your home an a good idea of your home staging budget.

Now, because of the very nature of the Internet, we use pictures as the centerpiece to help you stage as we describe exactly what we see, what we would do, and how we would approach each room in the home staging process. You will have the opportunity to ask us a specific question as to your own home staging needs later on, but for now, it is our intention to give you plenty of insight into re-decorating and re-organizing so that you can approach your spaces with confidence.

We will be adding new room designs to how2homestage.com critiqued by our staff of designers. They will choose their own rooms, subjects, secrets, tips, and techniques with fresh new approaches to inspire you. Home staging with professional interior decorators/designers will open your imagination to new possibilities you never thought you had.

Decorating for resale is to set the stage for the show like a set designer.
"Model Home Staging Secrets from the Professionals"

Believe it or not, you should be able to use most of what you already have once you know what to do with it!

By following the footprints laid out before you, you will discover how to present your home and achieve the maximum return on your investment.



As an example of how we train your eyes for home staging, we will use the photo of a staged vignette in a bay window above. It is an unusual use of space and may not be your personal taste but it will help sell this property. Let me tell you why...if you had a view from a window that was unattractive (ugly), creating a vignette like this would say something like..."Wow! What a nice bay window", instead of the potential home buyer thinking "Wow! What an ugly fence! I don't want to deal with fixing that!" See...generally we recommend that you raise all the window coverings to let the light in to present a spacious feeling. However, there are some exceptions which you will learn.

Tip: Rules can and must be broken in certain cases in home staging for resale or any property presentation and the ugly fence is one of them.

What we will teach you is *how to view a room or and object with new eyes*. How do our eyes work with spaces in relationship to our emotions? Begin by paying attention to how you feel when you enter any room and chances are, others will have similar feelings. We don't want to scare you off here...we know you have heard terms like texture, light, color, etc. hundreds of times and it really doesn't

mean much to most of us...so we use everyday language to describe as thoroughly as we can, to what to do in any given situation.

You can optimize every penny you spend when home staging if you know what you are doing. We are here to help.

We have written specific to-do lists in 4 phases to get your home staging needs met!

If you are an agent or a home stager that is looking for to do lists for your clients, you will be happy to know that you can separate those phases and print them out as many times as you like. Your clients will not only appreciate the lists that explain everything they must do, but it will keep the price down because an evaluation does not have to be written out every time you enter a home.

Of course we don't stop there...we do not disappear when you have paid for your home staging instructions! How2homestage.com is a living and ever changing web site that will be with you all the way. Our newsletter is on it's way to you every month with tips and information you can use in your home staging efforts as well as your lifestyle. Sign up for a sample in the upper right hand corner of this page.

So if you think you might want to live a decorated lifestyle while you learn how to stage your home for resale, we warmly invite you to get started today.

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