

**All the work has been done for you...**



Stay competitive and offer specific Home Staging Instructions to your home-sellers so they can begin their home staging today...*No kidding! You won't have to spend time explaining to your new home sellers how to stage their homes anymore!*

What is really great about our Home Staging instructions is we explain exactly what your home sellers need to do as if we were preparing their staged presentation ourselves.

Home staging training is available on the internet and you may have had home staging training yourself but we do not believe that home owners wanting to sell their homes feel like reading an ebook or spending a week in training or spending thousands of dollars they may not have.

Our do-it-yourself home staging instructions are written to get your clients feet on the ground and running the minute they start reading the to-do-lists. No thinking or talent required!

Who are we? We are 2 Interior Designers who have been staging residential resale homes and model homes for a combined 70 years. No matter what the size of the home or the size of the budget...the same procedures should be followed. You know what they are but communicating these procedures to your clients without offending them is not easy not to mention the time involved. Most home sellers will need to prepare their home before staging and our home staging instructions explain exactly what they need to do.

So this is what we have done: we have divided the basic residential resale home staging process into several phases...

- **"Residential Resale Staging Evaluation Checklist forms"** A thorough list consisting of curb appeal details, structural details, interior and appliance details, to be identified and circled then the recommendations to act upon. Nothing will be left out or forgotten. This list will also establish the budget and to-do lists.
- **"Supplies shopping list"** A specific supply and shopping list, setting them up for all the phases of home staging from cleaners to containers.

- **"Detaching and Evaluation"** A step-by-step de-cluttering tutorial that walks them from room to room explaining everything they must do including how to do it. We know it works because this is what we have been doing for 2 decades. There is no way to get around it...these phases are essential in home staging and the most difficult to achieve for home sellers.
- **"Detailing/Re-surfacing"** A cleaning schedule that renews every surface of the home, inside and out. The schedule will identify needed repairs, needed upgrades, needed re-surfacing such as painting, new floor coverings, needed updating of hardware, light fixtures, etc.
- **"Staging"** A complete set of examples for furniture placement and accessories to allow for traffic flow and room identities.

**Remember...There are no weekend training classes or e-books to read!**

**How to use the Residential Resale Staging Checklist forms:** Simply check the items that need repair, replacement, removal, or add. *There are no grey areas to worry about!* Leave the completed list with your home seller and they will do the work. If you choose, you can run the staging process yourself, offer it at a service, or you can charge \$150 an up. Ask us how to charge and we will help you determine this. We are here to help!

We want to continue the relationship with you and your clients by including help with:

- **Free emailing from time to time with announcements** of designer products, updates available, new ideas.
- **Monthly Home Staging Tips Newsletter.** Full of ideas, tips, and photos to help and inspire along the way.
- **Online help...submit photos and ask questions by email.**

### **Overcoming Staging Objections From Home Sellers!**

Home Staging and Marketing come out of the same budget. Home sellers do not give marketing a second thought when they decide to sell their house unless it is an fsbo. A home seller's perception of marketing is the agent's job because that is what they do! "Why should we pay for that?"

It is no wonder they are astounded when their agent tells them they need to get their own home MARKET READY! "What? That is not our responsibility, it is yours!"

Home sellers expect to have to do some things like clear off the refrigerator, make their beds every morning, keep the dishes up and mow the lawn.

Now they are told they need to do what?

- "Stage our house?"
- "What the heck is that?"
- "We don't have the money for that!"
- "How much is that going to cost us?"
- "Why should we pay for that?"
- "Bob and Mary sold their house last year and they didn't have to do that!"
- "What is wrong with our house?"
- "We have been living here for years and it is just fine!"
- "If we have to do extra stuff like home staging, then you should pay for it!"

These are reasonable and natural responses. So let's see how we can handle these objections...

If you are a real estate agent and you have just sat through a meeting where a Home Stager was the guest speaker and he or she has convinced you that home staging is necessary in today's market for many reasons, and you are sold on the idea. So now you take on a new listing and you hit a road block as defined by the bulleted comments. What can you do? What are you going to say?

Overcoming the objections:

- A new industry has emerged in residential real estate called Home Staging or Point of Sale Merchandising because the value needs to equal or exceed expectations for today's buyers. Buyers need to see what they are getting, and you, the seller, are competing with new construction model homes at similar price points
- Trained professionals know what buyers are looking for and will show you what you need to do to optimize your home to compete in your neighborhood and *sell*.
- Home Stager's are very much like set designers or window dressers and know what lifestyle buyers are looking for in your area.
- A house that is not staged in today's market will be left up to luck no matter how great your Realtor is, and you may not get your house sold at all. The market has changed that dramatically.
- You can do the work yourselves or Home Stager's will do it for you but it must be done
- Home Stager's have made it easy for you. You can pay for a consultation with a credit card. (If your local stager does not offer financing, ask them to add Paypal or some other type of shopping cart on their web site for your customers) They will come into your home and show you exactly what needs to be done to get your home resale ready and competitive. They will leave you with a detailed to-do list.
- If upgrades are needed such as appliances, flooring, painting, landscaping and you don't want to do it yourself, then you can get that financed and added to escrow which will be paid at closing. It is proven that upgrades in

the kitchens, bath's, flooring, and paint, get the best returns and add value to the sell of your home.

- I strongly recommend that all the work needs to be completed before the open house. The open house and the first two weeks are critical and increase the chance of a *successful sale!*
- Let's give our STAGER a call right now and see when he/she can meet with us.

[Residential Resale Staging Evaluation Checklist Forms](#)  
[Complete Home Staging Package](#)

