



A Home Staging Company serving New York City and the Hamptons

www.designedtoappeal.com

917.297.1528

Home Staging Sales and Marketing Kit For Real Estate Agents

This Kit Contains:

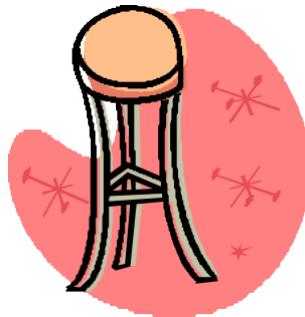
- Y Script to be used with owners of occupied homes for sale
- Y Script to be used with owners of vacant homes for sale
- Y Objection-busters and answers to frequently-asked-questions regarding staging
- Y Statistics on home staging
- Y Handout on Why You Should Stage Your Home
- Y Letter you can print on your letterhead and put in your listing package

December 2019

Introduction

Dear Real Estate Agent,

There are **three keys to selling a home**, especially in today's "buyer's market". I like to use the analogy of a three-legged stool. If one of the legs is missing or weak, the stool collapses and the home doesn't sell.



- **Inside Marketing (Home Staging)** – Preparing each room of the home to emotionally appeal to buyers, so that they can imagine living there
- **Outside Marketing** – Getting the word out in the form of great online photos of beautiful rooms in order to attract buyer traffic
- **Pricing** – Pricing the home right

When all three keys are in place, the home sells.

I. What's In It For Me? Top 10 Reasons

You may be wondering why you should make the effort to convince the homeowner to stage their home. Here are ten reasons why you should do so:

1. **Gives You More Control** – That's right. Here's a common scenario for you - the seller may desire a certain dollar amount for the home but you know that unless some changes are made, the seller won't get it. By incorporating the home staging process, you are controlling more of the outcome of the sale.
2. **Gives You Credibility** - When you bring in "experts" who do this for a living it adds to your own credibility. Would you seem credible if you also appraised and inspected the homes that you sold? No, it waters down your expertise because people know you can't be an expert in everything! When you're focused on your own field of interest and outsource to professionals it gives you added credibility in what you're good at – selling homes!
3. **Listings That Show Well Reflect Well on You** – Wouldn't you rather be the agent who's known to always have beautiful, attractive, updated, neat and clean

homes to sell than the agent who always seems to get stuck with the unattractive homes to market?

4. **Differentiates You from the Competition** – You believe in doing everything possible to sell your clients' listings and you are one of the few agents who have a full team of professionals, including a home stager, to help you do so.
5. **Protects Your Relationship and Listing** - You have to have a strong client relationship that gets you through the entire escrow process. Home staging is a form of constructive criticism that sometimes addresses hard, personal issues like smell and cleanliness. Your clients EXPECT a professional stager to instruct them on these issues but are not completely comfortable with you as their real estate agent doing this.
6. **Greatly Improves Your Outside Marketing Campaign** - The time, effort and money you spend on marketing the home on the outside will be twice as effective when you have photos of beautifully staged rooms (with updated accessories) vs. empty rooms, or worse, unattractive furnishings. With over 90% (according to NAR) of home buyers searching the Internet FIRST, it's critical that your home marketing photos be outstanding and have impact.
7. **Gives You More Money** - Home staging is pure economics. When you improve upon a product, you increase the demand thus raise the price. Higher sales price = higher commission.
8. **Makes You Sell Listings Faster** – Buyers have MANY home choices in today's market and they want a home that is turnkey ready. Statistics show that staged homes sell faster than unstaged homes.
9. **Less Time on the Market Improves Your Reputation** - In a National Association of Realtor Profile of Sellers it was reported that 20% of seller's MOST IMPORTANT EXPECTATION is that their real estate agent will sell the home WITHIN a specific time frame.¹ In today's market, that's not an easy task among the many homes available UNLESS your listings stand out. In a referral-based industry, happy clients mean more listings and the reward of a job well done.
10. **Gives You MORE Listings** – Happy clients talk and when over 40% of sellers find their agents through referrals, expect more listings! Incorporating home staging into your selling process makes you more value-added to potential clients.

¹National Association of Realtors 2019

II. The Challenges

Now that you've realized the many ways professional home staging can benefit you, you now have certain challenges ahead of you.

It has been said:

"The first goal of staging is not in the transformation of rooms but in the transformation of the home seller. The home seller needs to cross over from viewing their home as their "beloved home" to their number-one "marketing commodity" or product to compete and sell for the best price. A transformed seller begins to objectively view their product and strategically considers ways to make each room of their product emotionally appeal to buyers and stand out."

- **Challenge #1** - Convincing the home seller
- **Challenge #2** - Easily incorporating the staging service into your business
- **Challenge #3** - Finding a professional home stager you can trust with your listing
- **Challenge #4** - Cost of staging (a.k.a. investment in staging)

I have developed for you all of the tools and resources to meet these challenges, all at the right price – **FREE!**

- Script to be used with owners of occupied homes for sale
- Script to be used with owners of vacant homes for sale
- Objection-busters and answers to frequently-asked-questions regarding staging
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Let's partner together to make you look good, while educating sellers on transforming their home into a model home that stands out, attracts buyers and gets offers.

Are you ready?

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Home Staging Script To Be Used With Homeowners (Occupied Homes)

- As you know, your home has been on the market for xx months. [We've already re-priced it to be more in line with the market].
- We now need to do something to make it stand out from the other homes on the market in your price range and in your neighborhood.
- Your home has many great selling features [name them], and there are things we can do to emphasize them.
- There are also things we can do to also minimize features that may not be appealing to most buyers.
- Ultimately, we want people to walk into your home and fall in love with it, picture themselves living there, and want to live there.
- We want them to feel that your home could be their home.
- I know of someone who can help us do that. Her specialty is making homes attractive to a wide range of buyers so that the minute they walk in your door, they want to live there.
- She can do as little as walk through your home, and let you know what you can do to get it sold. She'll even provide you with a written report at the end of her consultation.
- Now I know you may be thinking "OK, what will this cost me?". For only a few hundred dollars she will do the consultation and provide her expert advice in a written report.
- You can do the things she suggests yourself, or if you'd rather have her do the work or have her arrange for others to do it, she can do that for a reasonable hourly rate.
- So, since I know you want to sell your home as soon as possible, when would you like to schedule a consultation with her?

Home Staging Script To Be Used With Homeowners (Vacant Homes)

- As you know, your home has been on the market for xx months. [We've already re-priced it to be more in line with the market].
- We now need to do something to make it stand out from the other empty homes on the market in your price range and in your neighborhood.
- Nearly half of buyers start their search online, and a photo of an empty home is nothing more than four walls, some windows and a bare floor. Most buyers are attracted to photos of pretty furnishings, even though that's not what they are buying.
- And if we can even get potential buyers to the property, when they walk in, because the space is empty, it feels soulless and no emotional attachment can be felt.
- There is nothing there that will make them fall in love, aspire to a lifestyle they want, and envision themselves living there. A recent survey found that 83% of buyers find it easier to visualize the property as their future home when it's been staged.¹
- Only 10% of buyers can see beyond the emptiness and envision their possessions in a home.
- Did you know that empty rooms appear smaller than they really are?
- Buyers can't use their imagination to see the home's potential.
- Also, buyers can't imagine where their furniture will go and if it will fit. Also, without furniture as a frame of reference, it's difficult to tell the size and scale of a room.
- Also, without furniture, a buyer may be confused as to the purpose of the room, e.g., "Is this the dining area or an office?" "Is this an office or a bedroom?"
- Also, buyers will think you are desperate to sell because they are thinking "they must be carrying two mortgages, utilities, maintenance fees, etc."
- I know of someone who can help us make your property look fabulous by bringing in rental furniture and beautiful decorative accessories to make it attractive to buyers so that the minute they walk in the door, they want to live there.
- Now I know you may be thinking "OK, what will this cost me?". Well, the cost of staging a vacant home is almost ALWAYS less than your first price reduction. Look at it as an investment in getting your property sold, not an expense.
- She does a FREE estimate of staging apartments in Manhattan and the Hamptons, so at least let's schedule an estimate and take it from there.

¹ National Association of Realtors 2019

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Objection Busters and Answers to Frequently Asked Questions

Here are some possible questions (**Q**) and objections (**O**) you may get from homeowners and suggested answers (**A**) and responses (**R**):

Q: *Who is this person who can help me sell my home?*

A: Her name is Donna Dazzo, and the name of her company is Designed to Appeal. She's based in both the Hamptons, where she owns a home, and in New York City, where she owns an apartment. She is a professional home stager and has been in business since early 2007. She's staged both occupied and vacant homes and has a great eye for interior decorating and what appeals to buyers.

You can view her website if you wish to see testimonials about her, her coverage in the press, and the transformations she has made to some homes. Her website is www.designedtoappeal.com.

Q: *Is she an interior decorator?*

A: No, she's a home stager. A home stager helps homeowners, real estate agents, and homebuilders sell homes more quickly and for more money. Unlike interior decorating, home staging is about décor that appeals equally to a wide range of tastes and preferences by creating a strong emotional connection with buyers and renters. Interior decorators decorate homes for the tastes and preferences of the people who are currently living there.

Q: *What exactly does a home stager do?*

A: A home stager is hired to emphasize the best features of a property while improving or downplaying the less marketable features. Home staging could include de-cluttering, editing and rearranging furniture, adding furniture and accessories, painting and doing repairs, removing personal items, cleaning and a myriad of other possible tasks.

Sometimes it involves bringing in rental furniture and decorative accessories. It's everything and anything that's required to make your home attractive to a buyer so that they fall in love with your home and can imagine themselves living there.

Q: *How much does staging cost?*

A: First, keep in mind that staging is an investment in getting your home sold, not an expense. With homes that are occupied by the owner, it's best to start with a Home

Staging Consultation where a professional home stager walks through the home with buyers' eyes and prepares a written report, room by room, and even the outside, of everything that needs to be done to get the home sold fast and for the most money. Designed to Appeal's fee for this is \$400 for the first 2 hours and then \$125 per hour after that. Don't you think a \$400 investment is worth it in order for you to reap thousands?

Also, Designed to Appeal can help you implement these suggestions at a reasonable hourly rate of \$125. Higher fees apply to areas outside of Manhattan and the Hamptons.

With homes that are vacant, Designed to Appeal will do a "guesstimate" of the cost (which includes staging services and furniture and decorative accessory rental) over the phone based upon the size and number of rooms. They will also do a free in-person estimate for homes in Manhattan and the Hamptons. Generally, it's been found that the investment in staging a vacant home is generally 1% to 2% of the asking price. *[See Script for Vacant Homeowners for talking points]*

O: Why would I want to be spending money when I can't afford to? I just need to sell my house/apartment.

R: The softer the market, the more you must differentiate the property from others crowding the market. Wouldn't it be great to get a bidding war going because your property looks so much better than everyone else's? Remember, staging is an investment not an expense *[RESA and HSR statistics found in the back of this Kit]*. It can increase profit in two ways - by increasing value and by reducing expenses (mortgage, taxes, utilities) by decreasing the time the home is on the market. And according to the National Association of Realtors, the longer the home is on the market, the lower the selling price will be.

O: Why can't you or I figure out what needs to be done?

R: I should spend my time doing what I do best – marketing and showing your home to potential buyers and renters. Wouldn't you rather know I am doing this instead of spending hours rearranging furniture, shopping for accessories, and managing repairmen?

Owners can't stage their own homes because they've stopped seeing all of its flaws. Most homeowners don't have the "buyer's eyes" that a professional home stager will when walking through the home. The owners have gotten used to walking past the overgrown bushes in the front yard blocking all of the light from coming into the windows. The dated wallpaper and lighting fixtures have been in the bathroom so long that they seem to be part of the family. And you may already be overwhelmed enough with the stress of finding a new home and moving that you won't have the time or energy to focus on making your home look appealing.

Q: Why can't buyers just look past the décor and envision themselves living there?

A: Over 80% of buyers find it easier to visualize the property as their future home when it has been staged.¹ Most buyers cannot look past a cluttered or unappealing room. And while most of them start out looking for a home based upon logical criteria, for example, 4 bedrooms, family room with a fireplace, they end up purchasing based upon an emotional connection they feel when they're in the home. When a house feels like home, they will reprioritize their list. They may be willing to give up the fireplace because staging has transformed the property into a "dream" and they can envision themselves living there. It has to portray a lifestyle they aspire to.

¹ National Association of Realtors 2019.

O: My home looks good. I don't need a staging consultation.

R: Every home that's for sale can benefit from the objective eye of a professional home stager. Most homeowners are so used to their home's flaws they don't see them anymore. Also, you cannot view your own home through a buyer's eyes. Once your home is on the market, it's a product that needs to be positioned and it's not about your taste anymore.

O: Similar homes in my neighborhood/building sold without staging.

R: Do you know if they sold at asking price? Perhaps the owners had to sell for less than what they were asking for because their house looked less than desirable. Do you know how long the home was on the market? Why take that risk. Staging works.

O: My home is in a great location/area/neighborhood and I've priced it right. I don't need to stage.

R: Yes, location is one of the most important factors in setting your home's value. And pricing it right is also important. But that is only one of the three legs of a three-legged stool when it comes to doing the right thing to sell your home successfully. The second leg is good outside marketing, and that's what I bring to the table. The third leg is inside marketing, or staging – improving the home to make it more desirable. Remove one leg, and the stool collapses.

O: I've already decluttered and cleaned. That should be enough.

R: That's great that you've already gone ahead and decluttered and cleaned. However, staging is much more than that. We need to highlight the best features of your home and downplay the negative features. We need to make sure it appeals to the broadest range of buyers. It's a product to be marketed, and a professional home stager will help you market it to its highest potential.

Q: What do I have to do to prepare for a consultation or staging?

A: There really is nothing you do to prepare for a consultation. Unlike most people, professional home stagers can see past a person's clutter and furnishings. Trying to get organized or clean up will waste your time and only cause stress. If staging services are going to follow a consultation, she may request that recommendations she made in the consultation such as de-cluttering, painting and repairs be done before she comes in to rearrange furniture or add accessories.

O: If it doesn't sell in 3 months, then I'll consider staging it OR Let's see if someone makes an offer after this weekend's open house.

R: If we wait to stage if it doesn't sell, it is then a stale listing. You'll be offered less than the listing price because potential buyers know it's been on the market for a while. Also, you end up missing out on any interested buyers who first saw your house and decided it wasn't for them for one reason or another. In fact, a 2018 study² showed that homes that were staged from the beginning spent 90% less time on the market than unstaged homes. Why not capture the buyer right away because the home looks its best.

² Real Estate Staging Association 2018.

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Why You Should Stage Your Home...

Staging is an Investment Not an Expense

- ⌚ Your **investment** in staging is almost ALWAYS going to be **less than the first price reduction**.
- ⌚ Studies show that the **longer your home stays on the market the lower your selling price** will be.¹
- ⌚ Less time on the market means you **save money** on mortgage payments, taxes, utilities, etc. – these savings more than cover the cost of staging.

Did You Know...

- ⌚ **10 seconds** is all you have to impress a buyer or renter, so make that first impression a good and lasting impression.
- ⌚ **Nearly half of buyers start their search online**, so your home needs to look good in photos. Otherwise you could be a swipe or click away from losing a potential buyer.¹
- ⌚ **Only 10%** of homebuyers can actually visualize the potential of a home.
- ⌚ **Over 83%** of buyers find it easier to visualize a property as their future home when it's staged.¹
- ⌚ According to a study by RESA², both occupied and vacant homes on the market for a while that were subsequently staged, spent **78% LESS time on the market** than before they were staged. This same study showed that homes that were staged from the start spent 90% less time on the market than unstaged homes.
- ⌚ According to a recent survey³, 68% of staged homes sold for at least 9% more than their unstaged neighbors' homes.

So...let's get started and stage your home for top dollar!

¹National Association of Realtors 2019; ²Real Estate Staging Association 2018; ³2018 Home Staging Resource study of over 4,200 staged homes.

Dear [Client Name],

Selling your home is a very competitive process. For your home to stand out among the competition, it is necessary to make your home as appealing as possible in order to sell in a timely manner as well as netting the best sale price. Think of your home as a product that needs to be marketed, just like any other product out there. We want to make sure the best features are emphasized and the drawbacks are downplayed.

Nearly half of buyers start their search online, so your home needs to look fresh in the photos. Otherwise, you could be a swipe or a click away from losing a potential buyer. People form impressions in 10 seconds and most people don't necessarily have the imagination to see past the present décor.

My team member is **Designed to Appealsm**, a home staging company where the designers come to your home, develop and then follow through with a plan to get your home in show-ready condition. Keep in mind; once your home is on the market, it's more important that it appeals to a broad range of buyers rather than the owner's personal taste. Designed to Appeal will declutter and redesign your home in anticipation of the buyers' desires and needs.

If we price your home right and market it correctly, both inside and out, I am confident it will sell quickly and for the best price.

Sincerely,



RESA[®]

HOME STAGING

NATIONAL STATISTICS REPORT

VACANT & OCCUPIED HOMES PREVIOUSLY ON THE MARKET UN-STAGED AND NOT SOLD

In a recent RESA study of 1,081 homes, un-staged homes spent an average of **184 DOM** (Days On Market) before staging. After staging, these homes sold on average in **41 days**. Homes that were staged prior to going on the market sold on average in **23 days**.



STAGED FOR SUCCESS

The National Association of REALTORS® 2019 Profile of Home Staging takes a look at the value staging a home brings to the selling process

83%

of buyers' agents say that **staging makes it easier for buyers to 'visualize'** the property as their future home



44%

of buyers' agents say that staging a home **increases the dollar value offered**



The most commonly staged rooms when selling:

93%

living room



84%

kitchen

78%

master bedroom



53%

of sellers' agents say that staging a home **decreases the amount of time a home spends on the market**



95%

of agents recommend that sellers **declutter their home** before putting it on the market



NATIONAL
ASSOCIATION of
REALTORS®

**85% OF THE HOMES
SURVEYED SOLD FOR 6-25%**

.....

**MORE THAN THEIR
.....
UN-STAGED NEIGHBOR**

-- 2018 HSR STUDY OF OVER 4200 STAGED HOMES

.....
**68% OF
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.....

**"UN-STAGED NEIGHBOR'S" HOME
-2018 HSR STUDY** OF OVER 4,200 STAGED HOMES

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