



Home Staging 101

Revolve Interior Designs

What is home staging?

Home staging is simply the preparation of a residential property for sale. Typically, most people think of home staging as only the furnishing of a property. However, a staging project may also include the conditioning, landscaping, cleaning, and updating of the property.

In general, there are two (2) types of home staging: partial staging and full staging.

- A partial staging project is where some or all of the homeowner's existing furnishings and accessories are used to stage the property
- A full staging project is where the home stager completely conditions, furnishes, and styles the house using his/her inventory and cache of contractors are used to stage the property

Why and when does one stage a home?

Staging is utilized by homeowners wanting a faster sale at the highest possible price. A property that has been staged will:

- make a strong first impression with potential buyers
- appeal to the emotions of potential buyers
- help buyers envision themselves living in the property
- have a stronger "virtual" showing on the internet

and in print marketing



Does home staging really work?

The benefits of staging have been proven time and time again. In 2006, StagedHomes.com looked at the sales history of 200 properties staged by its members. Homes listed for sale prior to staging sat on the market for an average of four and a half months and sold within just over a week after being staged. Homes listed for sale after staging sold within 32 to 42 days. In either case, the homes sold for an average of \$26,000 more than expected.

In a separate study, Coldwell Banker tracked 2,772 properties, ranging in price from \$229,000 to \$4.8 million, in eight major US cities. This study found that while the average home was on the market for 31 days, the typical staged home was on the market for just 14 days. And while the average home sold for a mere 1.6% over the seller's asking price, the staged homes went for an average of 6.3% more.

Finally, in a recent survey of over 2,000 real estate agents from across the country, more than 90% agreed that home staging has a positive impact on the listing and overall sale of a property.

Can I stage my home myself?

Typically, a homeowner will hire the services of a contract professional because they either don't have the time, expertise, tools, or resources available to perform the task at hand adequately, safely, and in a timely manner. These same factors apply when considering the services of a home staging professional. Staging a home is an exhaustive process that includes cleaning, repairing, packing and moving, and redecorating. You may want consider staging your own home if:

- You have been told that you have a good eye for design and people often comment that they love your home
- You own (or have immediate access to) most or all of the furnishings and tradespersons you'll need to properly execute the project(s)
- You have the time, patience, and organizational skills to manage the various tradespersons required to clean, condition, and repair your home
- You can accept the philosophy that a staged home reflects what sells and not your own personal decorating style

Why hire Revolve Interior Designs to stage my home?

Revolve Interior Designs has the experience and resources readily available to quickly pull together a stylish, cohesive, and sophisticated staging installation for your home.

We are a team of savvy problems solvers that understand interior design, how to accentuate your

home's assets, and how to divert attention away from its flaws. We also know and understand what appeals to prospective home buyers and we tailor our staging installations to take full advantage of that insight.



"If you want your house to be the best it can be to sell and you want to work with an experienced staging and design team who are cool to boot, call Revolve. We recently put our home in SF up for sale and Rodney and Tiffany at Revolve were our trusted and amazing partners in staging it. They are quintessential professionals and a pleasure to work with."

J. S., San Francisco, CA

Staging a home is can be an extremely time consuming and stressful endeavor. Let Revolve Interior Designs manage the preparation of your home for sale so that you can concentrate on your already hectic life and so that your realtor can focus on marketing and selling your home.

How much does home staging cost?

Staging projects vary greatly from property to property, ultimately depending on the initial condition of the home and its decor. As with any service, the more

work required of the staging professional, the more expensive the project will be. Typical staging projects range from \$2,500 to \$4,500 - though it is not unusual

to see projects in excess of \$10,000. But remember, a well staged home can more than pay for these costs.

In addition to home furnishings, what repairs and improvements are typically considered when staging a home?

Below is a brief list of home repair and improvement suggestions that we most often offer to our clients:

- Deep clean the property. A true deep cleaning is essentially the cleaning of every surface and object in the home. Be sure not to overlook the windows, screens, window treatments, light fixtures, fireplaces, vents, appliances, and flooring.
- Paint interior and exterior areas, as needed. Heavy traffic areas such as bathrooms, hallways, and entryways should be given particular attention. Other areas to consider are garages and front doors. Choose neutral colors that are more attractive to a broader buying audience.
- Power wash front and rear patios and walkways if mildew, moss, or ground-in dirt is present.
- Repair any visible or audible plumbing problems such as leaky faucets, running toilets, and garbage disposals.
- Carefully edit the furnishings of every room. Most homes have at least one room that contains too many pieces of small furniture, too many area rugs, and/or an excessive number of knickknacks.
- Consider updating appliances, light fixtures, and cabinet hardware.
- Tidy up closets, cabinets, and shelves. A good rule of thumb: closets and bookcases should only be 50% full. Be sure to tidy up garage shelving and storage as well.

- Lighten dark areas or rooms. Useful strategies that significantly help to lighten rooms are: painting walls and built-ins lighter colors, using lighter colored area rugs and flooring, and using brighter (i.e., 100W vs. 40W) light fixtures and bulbs.
- Arrange furniture to permit easy traffic circulation and natural flow. Replace dated, worn, or mis-sized furniture.
- Be sure to keep appealing views unobstructed. Less attractive views should be hidden behind shears - but be careful not to block out any natural light. Remember, some times the best window treatments are none at all.
- Place only a few key decorative items on counters, dressers, desks, mantles, shelves, sink tops, and windowsills.
- Clean up landscaping, trim overgrown trees and shrubs, install fresh mulch, and plant new flowers and greenery. Consider adding a few colorful pots with flowers to porches and walkways.

About Revolve Interior Designs

Revolve Interior Designs is a boutique interior design and home staging firm in Oakland, CA. Revolve specializes in customized staging installations that best suit the property and neighborhood in order to appeal to the largest pool of potential buyers. Our team offers innovative design talent and detailed project management skills to create a successful and profitable staging experience.

For more home staging information or to schedule an in-home consultation, please contact Rodney Haynes at 510.336.2785(o) or 510.409.3984 (c) or rodney@revolveinteriordesigns.com. Mention this pamphlet and receive 50% off a home consultation!

