

HOME STAGING[®] MYTH BUSTERS





Myth 1: *Staging is Decorating...*

Fact: Staging is NOT Decorating or Design! Decorating or Design is personalizing and Staging is De-Personalizing and preparing a house for the un-known Buyer. That is why it's KEY that you hire someone with training specifically on how to prepare a house for sale.

The Accredited Staging Professional Designation™ (ASP™) is the ONLY nationally recognized professional designation for Home Staging. Make sure to hire someone with this professional designation when selecting a qualified Home Stager.

TIP: When the focus of the Staging becomes about things and not your house, then you are working with a decorator and not a trained Stager. An ASP Stager can use existing items in a house and their creativity to properly Stage a house for sale.

Myth 2: *Staging Costs Too Much...*

Fact: Staging is an INVESTMENT in getting a house sold and the investment in Staging is always less than a price reduction. An ASP™ Stager has been trained to work with a Sellers' budget and time frame to properly Stage a house. We like to ask our clients, "Can you afford NOT to Stage?" When compared with the other costs associated with the sale or purchase of a home, Staging is very reasonable. In most markets, a Staging report detailing what needs to be done to Stage the house for sale is less than the appraisal or Home Inspection reports.

Myth 3: *All I Need Are Lights, Flowers & Music...*

Fact: Lights, Flowers and Music are great for Showing a house, but that is not Staging. Staging requires an objective and professional assessment of a house's strengths and challenge areas, and solutions to help Buyers fall in love with what they see. This requires more than just flowers and music to achieve - it requires an Action Plan! Your ASP can help you and your clients with a Success Plan for getting their house STAGED and SOLD!

Myth 4: *I Can Just Watch One of Those Shows...*

Fact: The shows on HGTV and similar channels give Sellers the idea that they need to do something to their house to prepare it for sale, but Sellers cannot truly be objective in a house they have been living in and need a 3rd party independent opinion to get it properly Staged. ASPs have the experience and ideas to help Sellers get their houses ready and we honor our clients, and work closely with Realtors to help get a house sold.