



HSR Staging & Real Estate News

**Compliments of your local HSR
Certified Professional Home
Stager & Redesigner:**



HSR
Certified
Professional
Home Stager

In This Issue:

**>>Hope on the Horizon - 5
Things "To Do" Today to Get
Sold"**

**>>"Staging" Homes with Works
of Art Gets Them Sold Faster**

Hope on the Horizon for Savvy Home Sellers and Realtors - 5 Things "To Do" Today to Get Sold"

In recent home sales data, sales were down 4.1 percent which was much worse than the expected decline of 1.0 percent and the weakest result since January 2004. The stock of homes for sale increased to a 7.3 months supply from 6.8 months prior month (the largest inventory since 1993) and it's still growing.

What does this mean for home sellers? You must compete to sell your home for the price you want. How do you compete? By using a Professional Home Stager to market your home on the inside and a good Realtor to price your home right and market your home on the outside. Here are three things you need to do today if you're serious about selling your home in this slumping housing market:

>>>>>Continued on Back

"Staging" Homes with Works of Art Gets Them Sold Faster

In a recent article on the front page of Yahoo it states that using expensive works of art helps in selling a home. "With around 100 paintings currently showcased in homes he represents in the Seattle area, Jan Sewell, a real estate agent in the northwestern city of Seattle, said an artist's creation 'helps to create an impression on a subliminal level, unconscious level ... making people fall in love with the house.'

"People think they want to be rational in buying a house. Nobody is," she added"

At HSR we are not surprised by this and have been teaching this form of home staging to our highly trained HSR Certified Home Stagers. We call it building "emotional connection points" or "emotional envy points" in each room of the house so that buyers build a strong desire to live there over the course of the walk through. This home marketing phenomena works miracles in the home selling industry and is a best kept secret of some of the most successful Realtors who partner with HSR Stagers.

>>>>>Continued on Back



HSR Staging & Real Estate News...

Hope on the Horizon - 5 Things "To Do" Today to Get Sold" Continued...

1. **DON'T WAIT** - Every Realtor will tell you truthfully that the longer your home "sits" on the market the lower your price will be. Statistically homes get the best price if they sell within 30 days of listing so it is critical that you take action BEFORE you list your home or right now if you have already listed. The market is not going to get better.
2. **DON'T "DO IT YOURSELF"** - In a Sellers market this may be an option for you but in today's changing buyer's market it is imperative that you use a Realtor to bring buyer traffic to your door and you use a Professional Home Stager to market your home so that the few buyers who enter in will have a desire to buy. Don't waste buyer traffic by having a home that is not professionally staged!
3. **SEE THE BIG PICTURE** - If your financial advisor guaranteed you would make at least 6% on your money over the course of the next two months by investing in a stock would you do it? Did you know that by spending as little as \$2000 on professional home staging up front, statistically you will sell 50% faster and for AT LEAST 6% more than you would have without professional staging? For a \$200,000 house that's \$12,000 for simply spending less than \$2000 on professional staging!
4. **GO WITH EXPERIENCE** - You are competing now against 5 times more homes (in some areas) than you would have been last year. It is more critical than ever to use professionals who are highly trained in what they do to work with you. In the home staging industry, professional home stagers who have gone through HSR Certification have gone through training that is typically 5 times longer than the average staging training available. HSR Certified Home Stagers are most often professionals with a long history of success and training in home staging and redesign and that is why they choose the Home Staging Resource. In the Real Estate industry choose a Realtor who specializes in your area with a long history of success.
5. **USE TECHNOLOGY** - So many buyers are savvy enough to search the home listings online FIRST before they waste time driving from home to home. If your home does not have multiple, beautifully staged, pictures that entice the buyer on Realtor.com or similar sites than you might as well lower your price right now. If you have old "before" pictures of your home, than have your home stager take new "after" pictures and email them to your Realtor to post anew.

Staging" Homes with Works of Art Gets Them Sold Faster Continued...

With home sales at a two year slump, the day that Yahoo article ran, the Home Staging Resource received over 1750 new visitors to our site who specifically searched for home staging on Yahoo and wanted to know more about how they can use these techniques to sell their homes.

If home staging were something you could learn in a few days and do yourself, than every home on the market would look gorgeous but look at 90% of home seller pictures and you will quickly see that this is not the case! The reality is...successful home staging is a home marketing art form used by highly skilled individuals who have been doing this for years and is nearly impossible for a home seller to objectively thus successfully be able to do.

Using gorgeous works of art of which HSR Certified Home Stagers have access to a wide internet searchable, discounted collection the home sellers can purchase is just one method of hundreds that an HSR professional home stager incorporates in the overall staging of a home in order to create "emotional envy" for the buyer. When home sellers tap into the many resources of a home stager they are opening all sorts of avenues that otherwise they would not have been able to explore...



Home Staging Resource

"Business Solutions for Professional Home Stagers"