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[www.staging-impressions.com](http://www.staging-impressions.com)

The First Impression is the one that lasts...



August 2010 Newsletter

### What is Staging?

- Home sellers who choose to stage their property are making a smart investment. It conveys the message of a well-cared for home.
- By creating a series of first impressions and showcasing a home's best feature, the buyer connects emotionally and is able to visualize living there.
- Staging focuses on the homes potential showcasing the features and qualities each room has to offer. Trained staging professionals learn the different aspects on how to draw potential buyers interest and connection on these important selling points.



Be sure and look us up on Facebook.com for all our newest news and projects!

### Home Staging– A potential key to sales and profit

Home staging solves the “low sale” or “no sale” dilemma by dealing with three typical problems in real estate sales.

**Organization**– A disorganized home makes a house seem smaller, more like a fixer-upper than a home ready for the buyer. Home staging deals with clutter through the use of more efficient furniture and placement and helpful techniques in storage and packing.

**Visualization**– a home without furnishings can seem cold and uninviting, not warm and comfortable. As a recent article in Businessweek.com stated, “ Even the most gorgeous home can sit on a market waiting to be sold. The problem may be the house itself, it may be the impression it makes-or lack thereof.”

Creating a positive first impression is the goal of home stagers. In effect you turn a house into a model home. Homes that are professionally staged generally net a considerable profit over the cost of home staging. In a recent poll at America Online Money & Finance, 87% of nearly 20,000 respondents said that the home presentation makes a difference in most real estate sales.

Home staging is a process you can take charge of on your own, with your realtor and the assistance of a professional home stager. After assessing the problem aspects of a property, a home staging consultant will devise solutions that fit your budget and are designed to create a profit beyond the staging costs. Part of your consideration should always include how much it costs you every month your property doesn't sell.

As you know, today's challenging market place is full of discriminating buyers and requires an even higher level of attention to detail. A buyer's first impression is the one that lasts! As a nationally certified *Accredited Staging Professional* and a member of the *International Association of Home Staging Professionals*, Staging Impressions offers proven and powerful results. A Staging Impressions home averages **ONLY 12 DAYS on the market** for vacant staging, and we offer an amazing **99% success rate!** We have provided superior services to the Black Hills area for more than 5 years, with over 200 staged properties. Staging Impressions was the 1st accredited staging company in western South Dakota and remains the only “full functioning” Staging Company in the state with a warehouse of over 5,000 square feet of inventory.



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## About Us

Staging Impressions is centrally located in the Black Hills and offers a variety of goods and services to real estate agents, home owners and business owners, including:

**Lived-In Consultations** – A detailed in home consultation with the home owner proved a professional, unbiased advice on how to update, neutralize and de-clutter a home so buyers can visualize themselves living there.

**Lived-In Staging** – The client’s home will be de-cluttered, de-personalized, and re-decorated utilizing the clients existing belongings creating amazing results. The transformation will result in a space that is both a functioning living space for the client and an eye catching show piece for the buyer. Focal points will be highlighted so buyers can envision themselves living there.

**Vacant or Model Home Staging** – The client’s entire home will be creatively furnished and decorated. Every room will be given special consideration for its size and use. Furniture arrangements will define the space and provide buyers with a sense of how their furnishings will fit. Special attention will be given to the homes unique style, and no detail will be spared resulting in a warm and inviting atmosphere for potential buyers.

**Internet Based Advertisement** – 95% of buyers preview homes online before actually touring them. Each vacant home staged by Staging Impressions will be posted for viewing by potential buyers on three websites, [www.staging-impressions.com](http://www.staging-impressions.com), [www.stagedhomes.com](http://www.stagedhomes.com), and Staging Impressions FaceBook page.

**Design and Re-design Services** – Careful consideration and detail is used to assist clients in reworking certain or all spaced in their existing home or business. Based on the education and reputation Staging Impressions has established, we are able to offer great prices and availability of items such as furniture, décor, artwork, and accessories.

**Furniture and Décor Rental** – A 5,000 square foot warehouse stores furniture and decor pieces of every size and style. These items are available for rent to Staging Impressions clients and other contracted accredited stagers. Staging Impressions is the only Staging company in the state of South Dakota with these resources available.

I would enjoy the opportunity to visit with you more about Staging Impression and how we can help you make that sale! Please feel free to visit [www.stagedhomes.com](http://www.stagedhomes.com) to see examples of staged homes and to learn more about our credentials. Staging Impressions will “set the stage” for buyers to see themselves living in your properties. I look forward to being of service to you and your clients.

To contact us:

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Family Room vacant...



Family Room after staging!



Family Room before staging!



Family Room after staging!