

# HOME STAGING®

# MYTH BUSTERS



**1** STAGING IS  
DECORATING...

**2** STAGING COST  
TO MUCH...

**3** I CAN JUST WATCH  
ONE OF THESE SHOWS

**4** ALL I NEED ARE  
LIGHTS, FLOWERS  
& MUSIC...



Lisa Loveless is an Accredited  
Home Staging  
REALTOR®



*All sellers  
receive Staging to  
every room!*



*Lisa Loveless*  
REALTY SOLUTIONS

## MYTH 1: Staging is Decorating...

### **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 expertise specifically on how to prepare a house for sale through Staging effectively.

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<sub>TM</sub> Stager can use existing items in a house and their creativity to properly Stage a house for sale, and I actually bring in what is needed too.

## **MYTH 2: Staging Cost Too Much...**

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 timeframe 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 and Music...**

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! I can help you with my Success Plan for getting your house Staged and Sold!

## **MYTH 4: I Can Just Watch one of those Shows...**

The show 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. I have the Staging experience and ideas to help Sellers get to sold with ease and grace.



Statistics prove that STAGED houses sell faster than their un-staged competition in any market - on an average of 3-7 times faster!

That means Sellers keep more equity, or make more on the sale - as much as 5-20% more according to the National Association of Realtors.

Caring about people is why I am in the real estate business. Real estate is the vehicle for me to show my care, because its such an intricate time in a person's life! And Sellers are dealing with the biggest financial choice of their life at that time, whether its their first home or 50th home.

Talk to me, I'll share the benefits of allowing me to Stage your Home to get you to the next chapter of your life with ease and grace.



Sincerely,  
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