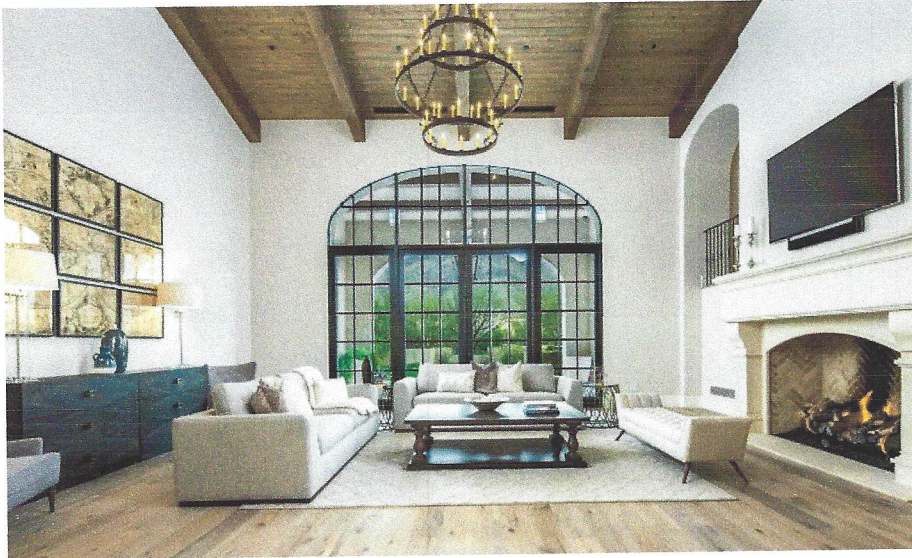


STAGING YOUR PROPERTY TO SELL



Russ
Lyon

Sotheby's
INTERNATIONAL REALTY

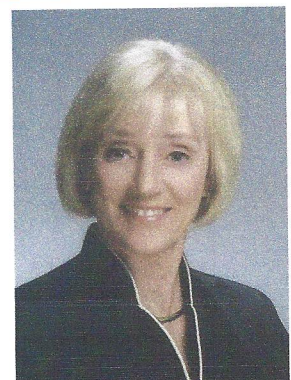


Why Stage? Independent sources show that staging a property can have a positive effect on a buyer's decision to make an offer on a home. In fact, based on the most recent study from the Real Estate Stager's Association, 83% of buyers find it easier to visualize the property as a future home if it has been staged.

National Statistics for Staging

- Unstaged homes stay on market an average of 184 days with no offers
- After staging, those same homes were re-listed and generated offers in an average of 41 days
- Homes staged prior to hitting the market generated an offer in an average of 23 days.

RESULT: Staged homes sell 87% faster



Lyn Trayte
Associate Broker
602.739.0095

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General Staging Checklist

CURB APPEAL

- ✓ Add color to pot(s) at front door
- ✓ Trim bushes / trees
- ✓ Re-seed lawn in patchy areas
- ✓ Add /spread rock where thin
- ✓ Paint/re-stain front door; add new hardware
- ✓ Clean light fixtures, windows and screens
- ✓ Remove sun screens and store in garage

KITCHEN AND BATH

- ✓ Remove personal use items from counters
- ✓ Remove all items on refrigerator
- ✓ Remove mats and rugs
- ✓ Remove trash cans from view
- ✓ Add new white towels and shower curtain
- ✓ Add white orchid to bathroom counter
- ✓ Keep toilet lid down

BACK YARD

- ✓ Add flowers/plants to empty pot (s)
- ✓ Add centerpieces to outdoor furniture
- ✓ Place colorful pillows on outdoor sofas/chairs
- ✓ Roll towels and put on end of loungers
- ✓ Trim trees/bushes/ remove fallen fruit
- ✓ Remove dead fans from palm trees
- ✓ Repair /paint perimeter walls if chipped/cracked
- ✓ Resurface pool and cool decking if needed

GENERAL RECOMMENDATIONS

- ✓ Minimize furniture
- ✓ Minimize clutter; use larger decor items only
- ✓ Paint walls a neutral color
- ✓ Replace missing or burned out light bulbs
- ✓ Clean house, windows, carpet tile and grout
- ✓ Add accent pillows on couches
- ✓ Add new white bedding in master bedroom

Your Agent can Schedule a Comprehensive Home Assessment Report for your Property

VACANT HOME STAGING

The most important rooms to have staged for a vacant property in order of priority are:

Living Room; Kitchen; Master Bedroom; Dining Room; Family Room

Average cost for staging these areas for a two-month period is \$3,500 - \$5,000

For more information, contact:

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STAGING SAVINGS CALCULATOR

Calculate Cost WITHOUT Staging:

1. Mortgage Amount + Carrying Costs per Month
(ie: \$3,000 / mo. + \$3,000 / mo. = \$6,000/ mo.)
2. Number of months property on market: assume 4 mos.
Cost without Staging: \$6,000/mo. x 4 mos. = \$24,000

Calculate Savings WITH Staging:

3. Mortgage Costs from #1: \$6,000 /mo.
4. Number of months property on market: assume 2 mos.
5. Cost of Staging: (ie: \$4,000 for 2 months)
Cost with Staging: \$6,000/mo x 2 mos. + \$4,000 = \$16,000

Savings with Staging: \$24,000 - \$16,000 = \$8,000