

# The Benefits of Home Staging?

Selling Your House? Wondering how long it will take?

Concerned about the thought of having to carry two mortgages?

Staging your house will help relieve the stress of selling!

## Know the Facts

- The longer your property sits on the market, the less it sells for. Staging your house costs less than a price reduction and is much more effective.
- Today's property buyer is pressed for time and has more knowledge than ever about buying property. Home staging will create the much needed positive and outstanding first impression to sell your house faster, so you can move on with your life.
- Buyers form an opinion about your house in the blink of an eye!!  
Staging sets the scene for buyers to mentally move in right away.
- Do you know your house is directly competing with every other house on the market with the same price point! Staged properties look better than unstaged. Your property needs to be presented in the best possible light, with all the condition items completed, ready to be sold. Agents will also have greater confidence in showing your house to potential buyers!
- Real Estate Appraisers are more likely to appraise staged property at full value.
- Statistics show properties which have been staged really do sell faster and for more money than they would unstaged.
- Are you aware more than 63% of buyers said they would willingly pay more money for move in ready property?



Professional staging services prepare your house TO SELL

**H** Heightened  
*Impressions*  
decor • staging

Stephanie Height  
587-334-6708  
stephanie@heightenedimpressions.com  
heightenedimpressions.com