



TOP TEN BENEFITS OF HOME STAGING

1. **Faster Sales Time**
Reduce Time on Market
2. **Best Sales Price**
3. **Professional Image**
Staged homes look better in print and internet advertising.
4. **Great Market Differentiator**
5. **Distinct Marketing Advantage over non-staged homes**
6. **Attract a broader range of buyers**
Staged homes are more appealing and are recognized as the best properties.
7. **Buyers view Staged Homes as well cared for properties.**
8. **Building Inspectors view Staged Homes as cared for properties.**
9. **Appraisers are more likely to appraise Staged Homes at full value.**
10. **Tax Advantages**
Can be tax deductible as a service done to specifically prepare your home for sale.

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“The investment in Staging is always less than a price reduction!”

Barb Schwarz
Creator of the Home Staging® Concept