

A MAGAZINE FOR REALTORS, INVESTORS & BUILDERS

STAGING FOR PROFITABILITY

PRESENTED BY FLAWLESSLY FURNISHED



Staging & Prepping for MLS photos

MOST HOME BUYERS LOOK ONLINE FOR LISTINGS BEFORE EVER CONTACTING A REALTOR. IN THOSE SHORT, PRECIOUS MOMENTS, THEY DECIDE WHETHER TO PURSUE SCHEDULING A SHOWING.

HOW A SPACE IS STAGED DIRECTLY IMPACTS WHEN YOUR LISTING WILL SELL AND HOW MUCH ABOVE ASKING PRICE THE FINAL OFFER WILL BE.

YOU CAN'T CONTROL THE ENTIRE BUYING PROCESS, BUT YOU HAVE MUCH MORE POWER OVER THE LISTING THAN YOU REALIZE.

IN THIS GUIDE, YOU'LL LEARN ABOUT THE 3 TOPS SPACES TO STAGE AS WELL AS HOW TO PREPARE A LISTING FOR MLS PHOTOS.



1 | GET NEW WINDOW TREATMENTS

WINDOW TREATMENTS DRESS THE HOME AND KEEP IT FROM LOOKING STERILE OR UNFINISHED. ROMAN SHADES DO WELL IN KITCHENS, BATHROOMS, LAUNDRY ROOMS, AND ENTRYWAYS. DRAPERY WORKS EFFORTLESSLY IN LIVING ROOMS, DINING ROOMS, AND BEDROOMS.

2 | STYLE THE "FORGOTTEN" SPACES

THE FOYER, MUDROOM, LAUNDRY ROOM AND HALLWAY ARE OFTEN FORGOTTEN. (MOST OF THE TIME, THE KITCHEN AND LIVING AREAS GET A BULK OF THE DECOR AND STYLING.)

GOING THE EXTRA MILE BY ADDING SOFT FURNISHINGS TO THESE SPACES IN YOUR LISTING SHOWS YOUR ATTENTION TO DETAIL AND CREATES A LUXURIOUS VISUAL EXPERIENCE.

Home staging is the intersection of design and psychology.

3 | ADD THROW PILLOWS & AREA RUGS

THERE IS A TIME AND PLACE FOR BEING MATCHY-MATCHY, AND THE SOFA ISN'T ONE OF THEM. SELECT UP TO THREE DIFFERENT THROW PILLOWS WITH CONTRASTING PATTERNS (BUT SIMILAR PALETTES) OR ORDER CUSTOM PILLOWS TO GET EXACTLY THE LOOK YOUR SOFA NEEDS.

LASTLY, ADD A NEUTRAL AREA RUG TO PULL THE SPACE TOGETHER WITHOUT CREATING A DISTRACTION. IT SHOULD COORDINATE WITH THE THROW PILLOWS AND CONTRAST WITH THE FURNITURE.



HOW TO STAGE FOR MLS PHOTOS

HOW CAN YOU MAKE SURE YOUR LISTING SELLS AT OR ABOVE ASKING PRICE-AND FAST? HERE ARE SOME HELPFUL TIPS...

REMOVE OLD SOFAS, CHEAP WINDOW TREATMENTS, WORN OUT RUGS, TOYS, AND OUTDATED DECOR.

DEPENDING ON THE BUDGET, CONSIDER REMOVING ANY LIGHT FIXTURE THAT LOOKS LIKE IT HAILS FROM 1993, AND FAMILY PHOTOS.

REMOVE ALL CLUTTER FROM COFFEE TABLES, SIDE TABLES, BUFFETS, ISLANDS, AND THE KITCHEN COUNTERS. IF A ROOM HAS TOO MUCH FURNITURE AND FEELS TIGHT, REMOVE THAT FURNITURE.

ALSO, REMOVE ALL MAGNETS AND OTHER ITEMS FROM THE REFRIGERATOR DOOR AND SIDES.

Making the investment in home staging will reward you many times over when your home sells at or above asking price in a very short time span.

STAGING A HOME EFFECTIVELY REQUIRES PHYSICAL LABOR AND AN UNDERSTANDING OF HOW TO MAKE THE STAGED SPACE LOOK GOOD ON CAMERA AS WELL AS TO THE NAKED EYE.

STAGING IS ABOUT MUCH MORE THAN JUST MAKING A SPACE LOOK ATTRACTIVE. STAGING IS A PROFITABILITY STRATEGY.



79% faster sales & 8% returns

ACCORDING TO THE NATIONAL
ASSOCIATION OF REALTORS

ABOUT FLAWLESSLY FURNISHED

WE ARE A HOME STAGING COMPANY SERVING ST. PETE, FL AND BEYOND. WE SPECIALIZE IN REAL ESTATE AGENTS CONNECT WITH THEIR SELLERS TO MAXIMIZE THE HOME'S POTENTIAL AND SELL THEIR LISTINGS QUICKLY FOR TOP DOLLAR.

HOME STAGING IS STRATEGIC PROFITABILITY. THE PROOF IS IN THE PAYOFF.

WE BLEND INTERIOR DESIGN, SALES PSYCHOLOGY, AND OUR KNOWLEDGE OF PHOTOGRAPHY TO HELP CREATE A STAGED HOME THAT WORKS EFFECTIVELY TO ATTRACT BUYERS BOTH IN-PERSON AND WITH MLS PHOTOS.

CONTACT US

CALL US AT 727-452-0755 TO BOOK A STAGING CONSULTATION.