



A Realtors' Guide to Home Staging



C R E A T I V E
— HOME STAGERS —

Table of Contents

Introduction	3	How to Sell Home Staging to Your Clients	18
How to Create a Mutually Beneficial Partnership with a Home Staging Company	4	Faster Contracts	18
Why Partner with a Home Staging Company?	5	Improved Value	19
Homes are Quicker to Go Under Contract	6	Quicker Sales	19
Higher Values	6	A Beneficial Relationship	20
Exposure for Both Parties	7	Less Stress	20
The Role of the Realtor and Stager	8	How Home Staging Can Grow Your Brand	21
A Great Partnership	9	Name Recognition	21
The Role of the Realtor	9	Quicker Closings	22
The Role of the Home Stager	10	Increased Sales	22
		Credibility	23
Professional Staging Packages: What Your Plan Could Look Like	11	Conclusion	24
Full Home Bundles	13	Sources	25
Individual Room Bundles	13		
Mini Makeover Bundles	13		
Lifestyle Bundles	14		
Photo Preparation Bundles	14		
How to Work with a Home Stager in an Owner Occupied Listing	15		
Hold interaction meetings	15		
Boost the curb appeal	16		
Decluttering/storage options	16		
De-personalize the space	17		
Room styling	17		

Introduction

The process of getting your home ready to sell can be an extremely daunting task. Home staging can provide assistance when you need it most.



The team at Creative Home Stagers wants to work with you to create a mutually beneficial partnership. Our services have helped agents go under contract in 24 hours and increased the home value to merit a higher listing price.

“

Staging makes a house look bigger, brighter, cleaner, warmer, more loving and, best of all, it makes home buyers want to buy it.

Isn't that what the objective really is?”

We achieve this by developing a personal vision for every project, setting uncompromising standards, and working side by side with our clients to bring that vision to life.

Creative Home Stagers

How to Create a Mutually Beneficial Partnership with a Home Staging Company

Any realtor who has ever tried to sell an empty or unstaged home knows how difficult it can be to get buyers to use their imagination.

In one survey,

77%

of buyer's agents said that they relied on staging to make it easier for their clients to visualize a home's potential



Sellers and their agents who want their homes to sell quickly have turned to staging in ever-growing numbers, eager to present their home in the best possible light before it hits the market.

However, if you're new to staging, or don't have a reliable individual or company in your network, it can be difficult to know how to get started. Today, we'll showcase some of the benefits of home staging, and guide you through the creation of a mutually beneficial partnership with a home staging company.

Creative Home Stagers

Why Partner with a Home Staging Company?

Home staging got its start in the 1970s when an enterprising real estate agent realized that her well-presented homes sold much faster than those that still had the owner's furniture and décor.



However, giving owners input on the layout of their space and decorations can be difficult. No real estate agent wants to offend their clients by suggesting they have poor taste.

By introducing home staging as a selling technique, rather than a critique of their style, an agent can turn the home for sale into a beautiful, neutral space, making it easier for the buyer to visualize themselves living there.

Here are some reasons why home staging has remained popular since its introduction in the 1970s.

Homes are Quicker to Go Under Contract



Homes that are staged sell in an average of 10.3 days.

When you compare that to the fact that unstaged or empty homes spend an average of 84.6 days on the market, that's a huge advantage.

Staging a home will help buyers take notice of your listing among thousands of others, and makes it easier for them to accurately gauge their level of interest. In a time when in-person viewings must be limited to conform to COVID-19 safety precautions, having fewer viewings with more serious buyers is in everyone's best interest.

Higher Values

Homes that are staged are typically sold for a higher price than unstaged homes with similar features.

According to a recent report by the National Association of Realtors,

one-third of buyer's agents

said that staging a home increased the dollar value that their clients offered.

On the seller's end, 50% of seller's agents said that they saw a 1-10% increase in the value of a home when it was staged.



Exposure for Both Parties

When a realtor chooses to partner with a home staging company, it widens their network of professional contacts and offers exposure to both parties. This is a great way to meet new contacts in the real estate world and create mutually beneficial connections.



The Role of the Realtor and Stager

When realtors and stagers partner up, there are many benefits to both the professionals and the client they're representing.

Industry reports and studies have recently concluded what many real estate professionals have known for years. **Homes that are staged sell faster, and for higher rates than unstaged or empty homes with similar features in the same area.**

According to a recent National Association of Realtors report,

thirty-nine percent of sellers' agent

stated that staging a home greatly decreases the amount of time the home is on the market.

A shorter time on the market is a relief to sellers, who are eager to be done with the stressful process of selling, and beneficial to real estate agents as well. Homes that take a long time to sell also tend to sell at a lower price point.



The Role of the Realtor and Stager

A Great Partnership

To stage a home efficiently and effectively, the seller's real estate agent and the home stager must work together. This partnership can only function when each of them are taking care of their responsibilities, and fulfilling their roles to the best of their abilities.



The Role of the Realtor

The realtor is responsible for marketing their listing, and doing whatever possible to ensure they maximize the value of the home they're selling. Sellers rely on real estate agents to guide them through the process of setting up their home for sale, and hiring a home stager to help them make their home as marketable as possible.

Realtors offer clients guidance on the market value of their home, and suggest an ideal listing price to attract the most interested buyers. The seller's agent also sets up viewings, and negotiates with the buyer's agent on behalf of their clients.

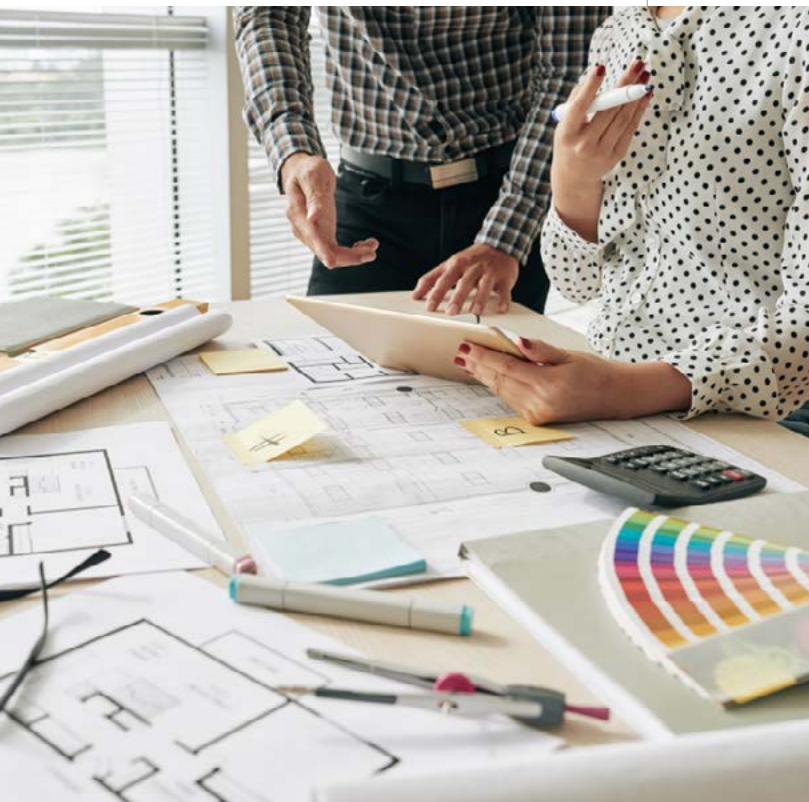
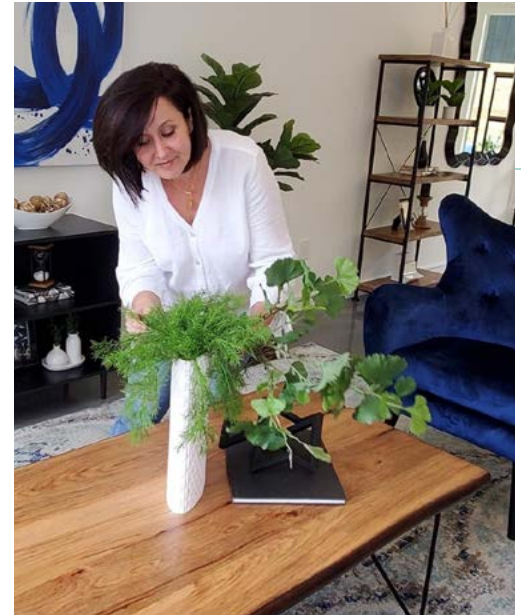
When working in partnership with a home stager,

realtors are an invaluable asset

to facilitating a positive relationship between the stager and the sellers.

The Role of the Home Stager

The best home stagers operate with one purpose in mind: to improve the aesthetics of the home in order to increase its value. Home stagers do this by making recommendations for furniture, layout, and décor changes that will help depersonalize and improve the look of the home, making it easier for buyers to visualize themselves living there.



It can be difficult for home stagers to make improvements to the look of the home without offending the current occupants. Selling a home is an emotional process, and being told that things need to change can feel hurtful.

The best home stagers always offer their suggestions in a tactful way. With support from the realtor, the home stager should be able to convince the sellers that home staging is a worthwhile investment in the value of their property.

Professional Staging Packages:

What Your Plan Could Look Like



A known benefit of becoming a real estate agent is the flexibility it offers and the ability to work independently. But, if you're looking to build your brand further, expand your presence, and grow your career, building a team can create opportunities you only dreamed of as a solo agent. One integral team member is a professional home stager.

As a real estate agent, partnering with a professional home staging company can help your listings sell faster and at a higher price.

According to the National Association of Realtors' Profile of Home Staging Report, "Forty-nine percent of buyers' agents cited that

home staging had an effect on most buyer's view of the home. ”



An efficient and mutually beneficial way to partner with a home staging company is to create home staging packages. Creating different packages at price points can help build successful partnerships between real estate professionals and staging professionals.

These partnerships can provide real estate agents with greater professional credibility, help agents become top-performing agents, have a competitive advantage over other agents, and sell listings faster -- at higher selling prices.

Creating a partnership can also build broader professional networks, expanding the exposure opportunities for new business.



Below outlines what a professional home staging package could include and how to make it work for you.



1 Full Home Bundles

Creating packages based on the number of homes you can bring on for staging services can help establish a relationship with a staging company, build trust, and offer peace-of-mind that the staging company will be available to stage the listing.



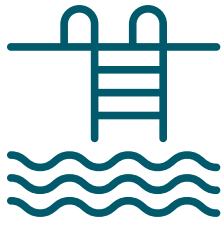
2 Individual Room Bundles

Like a full home bundle, creating a package based on room types (i.e. living rooms, bedrooms, offices, etc.) is on a smaller scale, but can provide value and impact to the rooms that are the strong selling points of a home.



3 Mini Makeover Bundles

For homes that only need some styling adjustments, mini makeovers can fill in the gaps that take a beautiful listing to a listing that sells. Services in a mini makeover bundle may include sprucing up the home by re-purposing the homeowner's existing items, rearranging art, editing personal items, and making furniture adjustments.



4 Lifestyle Bundles

A lifestyle staging package could help your luxury listing stand out to the most discerning buyers. In addition to staging the home to sell, a lifestyle bundle can include enhancements that will help a buyer visualize living there.

These enhancements may include wine and cheese in the kitchen, a hotel-inspired guest bedroom, a bathroom that mimics a spa setting, or an office with the accessories that make it possible to have a comfortable and productive work from home environment.



5 Photo Preparation Bundles

Rooms often translate differently in real-life versus photography. A professional stager can make the necessary tweaks to a space to make sure they are enticing in the listing photos, as they are in real-life.

Pro Tip

Once you have established the staging packages with your professional home staging partner,

invest in professional photography to help your listings stand out.

Leverage these photographs to further your marketing reach through social media and your client networks.

How to Work with a Home Stager in an Owner Occupied Listing



When it comes to selling an owner-occupied home, first impressions matter. Ideally, a house that boasts excellent design but is not displayed well loses its allure and appeal. So how can you increase prospects of a quick close on such a listing?

Well, one of the recommended ways is through home staging. Home staging techniques help a home stand out by focusing on its outstanding features over the flaws.

Let's look at the tips to use when working with a home stager for an owner-occupied listing:

Hold interaction meetings

The first step to staging an owner-occupied listing is to hold an interaction meeting between you, the stagers, and the home seller. This meeting will help you come up with an agreed strategy, budgets, and timelines.

During your interactions, the focus should be the ideal staging techniques to use to achieve a simple yet elegant look that gives prospective buyers an impression of class and style. Also, ensure you work with all stakeholders to identify the property's excellent features as well as the weaknesses that need improvement.

Boost the curb appeal

When staging a home, it is relatively easy to forget about the exterior. Yet this is the first feature that a potential buyer will see. If your exterior is not appealing, potential buyers may lose interest in viewing the inside. Work with a home stager to improve the exterior and make it attractive and welcoming.

Some great tips include landscaping, taking care of the lawn, cleaning the gutters, designing a clear path to the front door, and placing new doormats at the front door. If the property has a pool, ensure it is crystal clear. You may also have to do a fresh paint on the doors.



Decluttering/storage options

You should also look at the decluttering options available for you. Before any home staging can take place, it first has to be decluttered. Decluttering can help you sell your listing faster and at a top dollar.

A decluttered, clean home is very appealing to buyers. It also gives them an idea of how they will arrange their stuff to fit into the neat spaces neatly. Importantly, decluttering makes your home look larger and keeps buyers from being distracted.





Room styling

Each room should be styled uniquely to give its best-selling advantage. Utilize home stagers' expertise to arrange expertly, style, and revamp each of your spaces so that you achieve an instant connection with potential buyers. The objective should be to make each room visually and emotionally okay for the ideal buyer.

De-personalize the space

A common mistake that most real estate agents make when selling an owner-occupied listing is leaving the home personalized. Ensure the homeowner takes down all personalized items such as photographs from the walls and sculptures on surfaces.

One primary goal of staging is to allow potential buyers to envision themselves in the space and having personal items hanging on walls can quickly alienate them.



How to Sell Home Staging to Your Clients

In a recent study, the National Association of Realtors estimated that 83% of buyer's agents claimed that staging helped the buyer to visualize the property as their future home.



Similar reports in other countries confirm these findings.

For example, the Home Staging Association in the UK states that

a staged home sells as much as three times faster

than an unstaged home, and staging increases the value by up to 10%.

There are practical benefits to the practice of home staging, and most of them benefit the seller. The following are a few of the reasons to consider selling the idea of staging to your clients.

Faster Contracts

Since staging primarily benefits the seller, including staging as part of your sales strategy attracts motivated sellers. If the benefits are outlined to them, they may more quickly decide to sign an exclusive contract with the agent who introduces them to the concept and its advantages. Most buyers begin their search for a home online, so staged properties will stand out and therefore generate more interest.



Quicker Sales

Staging a home introduces a fresh and professional perspective to the property. Stagers are not sentimentally attached to the current design and decoration and can therefore see the potential of the property much clearer than the owner.

Having the resources and knowing the market, they can quickly transform the look of the house to be more appealing to current buyers. And since staging is a strategy many realtors use to attract buyers to a property that has been difficult to sell, logic determines that it speeds up the sale of any property.

Improved Value

The report noted above adds that there was as much as a five percent increase in the amount offered by buyers for homes that were staged when compared to similar homes that weren't. Staging also seemed to minimize the amount of items buyers would typically complain about when seeking to lower the price of a home.

As part of a sales strategy, many homeowners lower their asking prices if their home seems to be unable to sell. But rather than lower the price, talk to them about the option of staging instead. Better pictures make for better advertising, and the greater appeal at the same listing price may attract new buyers or convince past buyers to reconsider.

A Beneficial Relationship

Often, home stagers can say things to the buyer about their home that real estate agents cannot say for fear of losing the listing. So working with a professional home stager can create a strong relationship where both work together to accomplish the most for the client.

When needed, the home stager can be the “bad cop” to your “good cop” in order to convince the seller of things that could be done to improve the value and attract a faster sale. The portfolio of each will likely grow in size and reputation, and soon you may outshine the competition in the market.



Less Stress

Besides faster sales and higher offers, one of the most attractive benefits for the owner may be the fact that a staging company saves them the time and energy of staging the home themselves. Both seller and agent experience less stress knowing the property is tasteful and attractive. Diminished stress and augmented confidence promote a mutually beneficial relationship and happier clients.

Whether offering staging as part of your services upfront, using it as a strategy for marketing, or even just using partial staging to highlight dominant aspects of a home or property, the benefits go largely to the seller, and thereby to you as the agent. Hiring the professional services of a home staging company is the advantageous choice for successful marketing.

How Home Staging Can Grow Your Brand



Visualizing a future home in a property is easier when the home property is staged, according to eighty-three percent of clients' agents. Staging makes a home more tangible for the buyer, bringing them one step closer to making the purchase.

Here are some ways staging a home can grow your brand.

Name Recognition

A realtor that regularly stages their homes soon earns a reputation for being a thorough, conscientious agent. When potential buyers see that a seller has a reputation for staging the homes they sell, they might be more open to buying from that realtor.

The clients know the realtor will take the time they need to make the listing as attractive as possible. Some of the benefits of having a good reputation include:



Potential clients who know about a realtor's reputation will be more likely to choose them over someone else



Clients are more likely to spread the word about a realtor who goes the extra mile by doing things like staging homes



Clients are more likely to trust a realtor with a strong reputation, giving the realtor more creative liberty

Quicker Closings

It goes without saying that clients want a home that looks good. Staging a home shows the buyers that the home has potential and can be worth the purchase price. In fact, a staged living room is important to at least 47% of buyers.

When people are able to see how life would look within a home they're interested in, they are more likely to sign on the dotted line.

A full 40% of agents report that

a staged home encourages a quicker sale.



Increased Sales

Home staging is commonplace among real estate agents, and this is in large part due to the increased selling rate and value of homes that are staged.

In a survey held in 2019, 22% of the sellers asked stated that staging a home gave a 1% to 5% increase in dollar value offered by buyers.

Staging a home is seen as appealing to many clients, and is more likely to sell properties quicker and more frequently if homes are staged consistently.

Credibility

By remaining consistent with well-staged homes and, therefore, ensuring a good reputation, you gain more credibility as a real estate agent. Being known as a reliable and thorough seller will make appealing to potential clients much easier—in addition to strengthening your reputation in the long-term.

There are many ways that staging homes can aid your business as a real estate agent and having credibility for being consistent and reliable is a good way to make your name known among your competition.



Home staging gives you better name recognition, quicker closings, increased sales, and a boost in credibility.

When the client sees a property staged, it goes from being a “house” to a real home. As a result, it’s easier for them to picture themselves inside, and their journey to an agreement gets significantly shorter.

Conclusion

If you're looking to grow your Realtor brand in the Charlotte area, look no further. Our team welcomes the opportunity to work alongside you to deliver and exceed the expectations of your clients.

We provide home staging services in the Charlotte, NC metro area and beyond.



C R E A T I V E
— HOME STAGERS —

2971 Interstate St, Charlotte

NC 28208, United States

704-315-5802

www.creativehomestagers.com

f [CharlotteHomeStager](#)

ig [CreativeStager](#)

in [Creative Home Stagers, LLC](#)

Sources

<https://www.investopedia.com/articles/personal-finance/052815/professional-home-staging-worth-cost.asp>

<https://www.creativehomestagers.com/charlotte-home-staging-companies.html>

https://www.nar.realtor/sites/default/files/migration_files/reports/2017/2017-profile-of-home-staging-07-06-2017.pdf

<https://www.nar.realtor/research-and-statistics/research-reports/profile-of-home-staging>

<https://homestaging.org.uk/articles/why-hire-a-home-staging-professional.html>

<https://www.nar.realtor/sites/default/files/documents/2019-profile-of-home-staging-03-14-2019.pdf>



C R E A T I V E
— HOME STAGERS —