



Realtor Robin Jones

Robin Talks Real Estate

Hot Topic: Home Staging

Home Staging is not just a hot new buzzword or the latest passing fad in real estate. It is a strategic and creative way to help you sell your home quicker and for more money.

Ask your Realtor to recommend a professional to help you. Your Realtor may even be willing to contribute to the cost of your Home Staging project if it means getting a better price for your home.

Your costs may include some or all of the following: The Design Consultant's fee; paint or wallpaper; and rental or purchase of "props" such as furniture or artwork.

A Design Consultant can evaluate a room at a glance and see things that a homeowner might miss. They may be able to transform a room with a few clever changes—moving furniture, clearing away clutter, rearranging pictures on the walls. In other cases, they may recommend fresh paint, new furniture or accent pieces which could be loaned, rented or purchased, and even changes to the landscaping.

When deciding how much to spend on your Home Staging project, factor in the current condition of your home, the average amount of time homes have been on the market in your neighborhood, and the asking price. It's easy to get carried away, so keep in mind that your ultimate goal is to get the best price for your home.

Remember, first impressions are not just important in real estate—they are critical. Sometimes just a few simple changes can make a big difference.

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