



**JENNIE NORRIS, ASPM®, IAHPSP®**  
 Accredited Staging Professional Master®  
 International Association of Home Staging Professionals®

# Sensational STAGED HOME

DENVER'S PREMIER HOME STAGING RESOURCE

**1-888-WE-STAGE**

[www.SensationalStagedHome.com](http://www.SensationalStagedHome.com)



*"The investment  
 in Staging is  
 always less than a  
 price reduction!"*

Barb Schwarz  
 Creator of the  
 Home Staging® Concept

## STATISTICS

### OUR RESIDENTIAL STAGING RESULTS

show that homes prepared for sale have sold on average for as much as 5-10% more than homes that were not prepared for sale. National Association of Realtors (NAR) says current price reductions between 5 and 20%! Stage® it first and keep more equity!

**5-20%**

**EQUITY**

### OUR STAGING STATISTICS

Our team of ASP™ Staging® Specialists have Staged® over 2,700 homes since 2002. Our statistics show that houses that are Staged sell on average 2-3 times faster than those that are not Staged. **2-3 TIMES FASTER\***

**2-3  
 TIMES FASTER**

### YOUR COMPETITION

We track our regional statistics and knows approximately 15% of the market is being Staged - which means 85% of houses are NOT being Staged. This gives your Staged home the edge!

**15% vs. 85%**

### STAGING VS PRICE REDUCTION

Before you lower your price, consider Staging, and ideally Stage it FIRST before anyone sees it!

For example . . .

Do you reduce by \$10,000 or \$20,000?

Why not invest \$500—\$1,000\*\* on Staging?

**When you Stage® instead of Reduce, you may keep as much as \$9,500-\$19,500!!**

**\$9,500  
 EQUITY GAIN**



**BEFORE  
 &  
 AFTER**

**SOLD**



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\*Based on data from the NAR.

\*\*Based on average price for preparing home for sale excluding rental of furniture

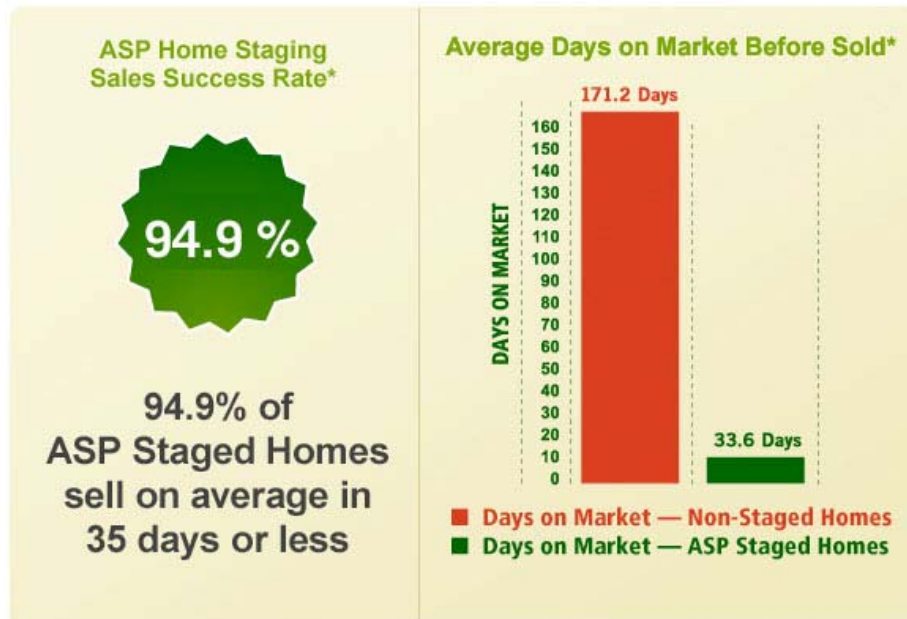
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*"When PRESENTATION is ignored and a house is not Staged, PRICE becomes the only tool for leverage to attract a Buyer."  
- Jennie Norris, ASPM*

Project	Typical Cost	Price Increase	Return on Investment	% of Agents Recommending	
Lighten & brighten	\$233 - 370	\$1,178 - 1,566	355%	97%	Home Staging
Clean and de-clutter	\$190 - 318	\$1,505 - 1,937	578%	97%	
Landscape front/back yards	\$378 - 546	\$1,718 - 2,158	319%	97%	
Stage home for sale	\$403 - 584	\$1,938 - 2,431	343%	91%	
Repair electrical or plumbing	\$436 - 621	\$1,205 - 1,590	164%	93%	Home Repair
Repair damaged flooring	\$628 - 878	\$1,633 - 2,061	145%	94%	
Update kitchen & bathrooms	\$1,404 - 1,828	\$3,216 - 3,934	121%	87%	
Replace or shampoo carpeting	\$562 - 808	\$1,532 - 1,950	154%	98%	
Paint exterior walls	\$663 - 938	\$1,757 - 2,205	147%	88%	

\* Courtesy of HomeGain.com. HomeGain surveyed over 2,000 real estate agents in each of the U.S. regions. All agents might not necessarily agree on the same pre-sale strategy. See "% of agents recommending" column above. Differences of opinions may vary based on the climate of the market, region of the country or condition of the home in question. The percentage of agents that agree on the positive impact of a particular pre-sale activity is summarized here.



\* The Statistics are based upon Today's Market

## Why Trust Your House to Anyone Else?