

WHAT IS HOME STAGING?



Home staging is the design process of de-personalizing a private residence prior to putting it up for sale in the real estate marketplace. This is often achieved by re-arranging, de-cluttering and improving on certain items.

The goal of staging a home is to help it sell quickly and for the most amount of

money by appealing to the largest amount of prospective buyers. Staging focuses on improving a home's potential by transforming it into a 'neutral' property because the way we live in our home is completely different than the way we should sell our home. Staging creates a living space buyers can "see" themselves in, similar to how model home displays are presented.

Staging also helps create an environment that will lead a buyer's eye to the home's attractive features, while minimizing its flaws.

Many home-sellers agree that staging is a practical first step prior to selling any home, especially since the cost of staging a home is usually much less than the increased selling price often achieved from a professionally staged home. source - Haverhill.com - Haverhill Staging

