

# Adventures in Home Staging

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Look, up in the sky! Is it a plane? Is it a bird? No, it's Stager Girl coming to stage another home for sale! Yes, that's me, **Kim Urban**, Owner of **Home Staging by Kimberly LLC**. I am an Accredited Staging Professional who prepares homes for sale. My goal is to stage your home for sale so it sells for top dollar in the shortest amount of time.



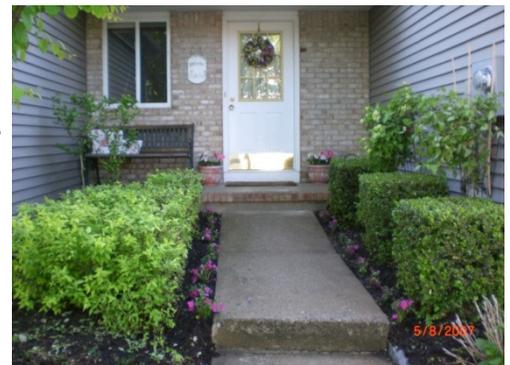
Home Staging is not about decorating a home; staging is about de-personalizing, de-cluttering and organizing a home to appeal to a broad number of home buyers. The staging process should begin at the moment you decide to put your home up for sale *before* it is listed. According to stagedhomes.com 94% of ASP™ Staged® homes sell on average in 29 days or less! “Removing personal photos, painting walls a neutral color and removing clutter will help the potential buyer to mentally move in. It also sends the message that it is a well-cared for home and realtors prefer to show a staged® home, making for more foot traffic. Staging your home before it is put on the market can cost less than your first price reduction. Staging® should not be looked at as an expense but rather an *investment*.

I always recommend staging the entire home, inside and outside, but depending on the situation there are times when staging just a few key rooms can be an option. I tell all my clients never to overlook the curb appeal and the front entrance because this is where it all begins for the buyer. It only takes 7 seconds for a buyer to decide if they want to step foot inside the home just from the outside appearance. This home is in a Townhouse development where there were many homes for sale. I had to have this home stand out from the rest of the development. I wanted the buyer to see this house first and hopefully would not want to see any of the other homes after. First impressions are *everything*.

Which home would you like to see first?



The front entrance on the left is nothing special, but the front entrance on the right is warm and inviting.



As a stager I sometimes have the challenge of making a small space look larger. This particular dining area was small and full of clutter. The dining table had the leaf put in to seat extra guest. The curtains were falling apart and the Ficus tree was too big for the space.



I took the leaf out of the dining room table; I purchased new drapes, paint for the walls and the flowers for the table. Everything else was the home-owners.



Staging shows the rooms potential. It draws the buyer into the room and they can envision

themselves living there. Staging lets the buyer see what the room can be and helps them to envision their personal items (not the home owners) in the room.

I recently had a challenge to stage a very large living area. It was the very first room that the buyer sees when they walk into the home. The space was very grand and had floor to ceiling windows that had beautiful views. I didn't noticed any of that when I walked in because it looked more like a wreck room to me. It had a ping pong table, pool table a long dining room table and not enough furniture and accessories to fill the space. I was working within a budget and renting furniture was out of the question.

I removed the ping pong table, moved the pool table and repositioned the furniture. I added some accessories and defined the space by using area rugs. Now the buyer can see the potential of the room and gives them some idea of how to utilize the space.



Putting your home up for sale can be a very stressful time in a person's life and is also very emotional. Staging your own home can be an additional stress to the whole process. It is very hard to look at your home objectively and see it as a product that is for sale. So don't go it alone, Stager Girl is here to help! I can be reached at 973.634.6560 or E-mail me at [homestagingbykimberly@yahoo.com](mailto:homestagingbykimberly@yahoo.com).