

This was the email newsletter I sent out monthly to realtors in the area to educate them about my business. I wrote all of the copy and put it together.

# Staging and Design Times

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## How do you know when a listing needs to be staged?

Happy New Year! The beginning of a new year is a great time to get back to some basics. The biggest "basic" that needs to be answered in staging is, "Who should stage?"

Believe it or not, EVERY listing should be staged! In the nearly 7 years I have been staging homes, I have only come across a few that needed no staging. Those few were perfectly decorated with little extra clutter and no personal items visible. That is a rare house!

Since most of us actually live in our houses, there is always some staging to be done. The question really becomes, "How much staging does this listing need?" According to Gary Keller in his book [Shift](#), "This process of preparing a house to put it on the market ... always directly impacts how quickly a home will sell and for what price. In a shift it may determine if it even sells at all. Staging is that important."

Most homes need to pack up clutter and personal items to get ready for the market. However, some homes actually need to add items. If the listing lacks color and interest because it doesn't have art or accessories, that can hurt it for a buyer as much as having too much stuff. There is nothing to make the buyer fall in love with the house, no warmth, nothing memorable. A good stager will have many suggestions for the seller to add those items without breaking the bank!

Don't hesitate to bring your stager into the listing right away, whether you think it needs staging or not. The first thing I determine when visiting with a seller is how much staging they need. If they really don't need staging, I'll tell them that and wish them well! Check out some of my before and after [photos](#) to see great examples of homes that needed staging but may not have appeared to at first.

Call me anytime to look at a listing. Make sure all of your listings get exactly what they need BEFORE they go on the market.

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# My business email newsletter continued.

## Staging success story

This staging success story perfectly illustrates the point above. This home was listed in February of 2011. The seller was a single man with nice furniture and a great house. However, the home lacked art, color, and a woman's touch (all keys to making buyers take notice).

After a call from the realtor asking me to go in and see what the house needed for staging, I met with the seller. He was eager to sell and ready to stage to get it sold quickly. The realtor had done a great job of teaching the seller about staging and its benefits.

After preparing a consultation report for the seller, he decided he needed me to add the "woman's touch" his home needed. He did the heavy lifting, which saved him money. I brought in art, accessories, pillows and curtains to give the buyer a real sense of what the home could look like.



Family room before

You'll notice in the before photo that the only real color in the room comes from one piece of art. That isn't enough. There just isn't enough in the room to grab the buyer and say "Hang out here!"

Once staging is complete, you'll notice much more color and softness. Adding pillows to the sofa adds color and gives a feeling of coziness. Color was also added on the fireplace mantel to draw attention to it. The plants (yes, they're fake) contribute to both color and the woman's touch that was desperately needed.



Family room after

So what happened once the house went on the market? It sold in 46 days for only \$3,500 less than the asking price. It was in the \$180,000 price range. It backed up to 57th Street. Buyers loved it, and it sold.

# My business email newsletter continued.

## ***Client Testimonials Series***

This series will give you comments straight from the sellers I have worked with. It will give you a good idea of how they feel about staging once they are finished with their work!

*"Renaë Kranz is wonderful to work with. She is very talented and has unique creative ideas that really helped our home sell. We have been very pleased with her work and have enlisted her help to sell another home. Her services are reasonably priced; she delivers on time, and is very conscientious! I would highly recommend her services and talent if you want to get your house sold."*

*Amy Jones, home sold Nov.*

2011

Let's make 2012 a great success! Remember, "whether you think you can or you can't, you're right."

I am always available for questions and discussion. Visit my website or contact me by phone or email anytime.

**Sincerely,**

Renaë Kranz

Set A Scene Home Staging and Interior Design