

# BUYING PARADISE

## Setting the Stage for Home-Selling Success

WRITTEN BY SAM SCHUNK  
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As the saying goes, first impressions matter. In buying a home, this adage especially holds true. Studies have shown that, upon entering a residence, people tend to make the decision whether they will stay and explore the living space or leave very quickly: according to HGTV, a prospective buyer typically makes this determination within 8 seconds of viewing a home. For this reason, when you sell your abode, it is imperative that you do whatever you can to ensure that prospective buyers see all the potential that you saw when you bought it, all the charm that caused you to fall in love with it in the first place.

One of the ways that sellers can help ensure that their home is as appealing as possible to potential buyers is to stage it for sale. The National Association of Realtors' (NAR) 2019 Profile of Home Staging report makes a convincing case for how effective this can be, and it's a practice that benefits both sellers and buyers. According to the NAR report, 83% of buyers' agents stated that staging makes it easier for a buyer to visualize the property as a future home.



**LIVING ROOM:** Keep it light and bright. Lighting is so important to the ambiance of a room.

In explaining why this may be, Realtor Debi Harman of Peacock Premier Properties says, "Staging is one of the most important items a Realtor can do to help make the house a 'home.' When customers enter a residence, they can see themselves living in it. When it is empty, or very cluttered, it can be difficult at best to convey the feeling of warmth to someone. Staging ensures that buyers see it in its very best light. It can help illustrate what a property can offer without requiring a complete makeover and it is estimated that a home that is staged will bring in about 17% more in offer amounts than one that is not."

Meanwhile, the NAR report notes that 38% of buyers' agents say that staging made buyers more likely to go for a showing at a residence they saw listed online. Since the pandemic began last year, this statistic takes on added significance: presently, some

potential buyers may be more comfortable viewing homes that they are interested in from the comfort of their present abode. As such, unless a home makes a strong positive impression online, a buyer may overlook it in favor of more visually dynamic listings.

Those who are selling a home may want to strongly consider having it staged for two powerful reasons: staging can lead not only to your home being on the market for a shorter period, but it can also mean that it commands a stronger offering price. When listing a property, real estate agents are highly motivated to attract potential buyers as soon as possible: due to many factors including the continuing influx of competing properties onto the market, the longer a dwelling is on the market, the more



**TABLE:** Flowers are a way to bring a cheerful feel to a room.



**KITCHEN:** Draw shades or curtains and let the natural light in. Keep counters free of clutter.



**KIDS' ROOMS:** Keep these bedrooms clean with playthings out of sight.

compared to those that were not prepared for sale in that way, clearly illustrating how staging adds value for buyers as well as sellers. On the selling agents' side of things, 22% confirmed this figure held true, while 17% found that staging helped to increase the offering price by 6% to 10%.

As such, it's to both the sellers' and the Realtor's advantage to make sure that the home appeals to buyers. The logical question that follows is how much staging costs. It might be surprising to discover that this service can be relatively inexpensive. Plus, in knowing that staged homes can garner better prices, it is a cost that should easily be recouped. Additionally, many sellers' agents can either take on the task or bring in a staging expert and may also foot the expense themselves since, as previously mentioned, it tends to mean less time on the market for these listings. Sellers also may opt to pay for these services themselves, either by hiring a staging professional or doing it on their own. Among the tasks that home staging focuses on are decluttering, depersonalizing the living space, deep cleaning, and tending to small repairs like paint touch-ups. In determining what needs to be done, it may be beneficial to rely upon your Realtor who can offer you advice about the best areas to concentrate on in general or who can tailor these recommendations specific to your property.

When you are looking to sell your place in the sun, consider having your home staged as part of the process in readying it for sale. With all the advantages it offers, it can be a small investment that pays huge dividends in terms of financial returns, time, and peace of mind.

challenging it becomes to sell it. Staged homes seem to have a clear advantage in this respect: when asked about the length of time these listings were on the market, 25% of sellers' agents saw a significant reduction and 28% of sellers' agents observed a slight decrease according to the NAR report.

If you need further convincing as to the importance of staging, look no further than its impact on the offering price: according to the NAR, when they asked agents working for homebuyers, a quarter of these respondents said that staging increased the offering price by 1% to 5%

The name to know on the ISLAND of VENICE



**Helen Moore**  
REALTOR®, SRES

941.724.2030  
HelenMoore@michaelsaunders.com  
HelenMoore.michaelsaunders.com

**Michael Saunders & Company**  
LICENSED REAL ESTATE BROKER  
110 Nokomis Ave. N | Venice, FL 34285

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