

HERE ARE SOME ANSWERS ABOUT HOW YOU AS A REALTOR® CAN BENEFIT FROM STAGING® SERVICES



A Stager® works with you as part of your home sale process.

- Your homes will meet the buyer expectation of improving their lifestyle. Buyers now also expect to see Staged® homes for sale because of exposure to home improvement television programming.
- Sellers will see *you go above and beyond the normal listing procedures*, creating more referrals.
- **You will sell homes more quickly and for more money, avoiding price reductions and loss of commissions* because you have an advantage over the competition.**
- Staging® is affordable and costs significantly less than reducing the listing price of a home.

Staging® is a Marketing Approach that may go far beyond de-cluttering and cleaning.

- Staging® has evolved into Redesign and Design Psychology Marketing, knowledge and skills that only a professionally trained Stager® has mastered. I am professionally trained since Staging® has become such a highly specialized profession.
- As a professionally trained Stager®, I am also able to accurately Stage® a home to appeal to any of the *four buyer profile* groups.

A professional Stager® provides all four levels of Staging® services.

- As a professional Stager®, I provide all four levels and identify a home's needs based on them. Not all properties need painting, furnishing, and major work. Many consultations only suggest a bit of time and effort by the seller.
- If needed, I provide the services of a professional network of cleaners, organizers, Redesigners, interior and exterior painters, and wholesale merchandisers.

A Stager® provides expertise and should be a reliable ally.

- You need to be able to trust the quality and accuracy of the work and the level of customer service a Stager® provides your clients. I have over 30 years of marketing and customer service experience.
- As a professional Stager® I *advise but also support* what you know needs to be accomplished.** A Stager® as part of your usual marketing strategy is always beneficial but especially when working with the more difficult seller.
- As an outside expert and consultant, I can deal with issues you wish to avoid or don't know a lot about.
- I save you the time of providing in-depth and written information to your sellers. It frees you to do what you really need to be doing - matching buyers to homes for sale.

PLEASE CALL or EMAIL ME REGARDING HOW I MAY ASSIST YOUR HOME SALE PROCESS

Experience and Training

- Professionally Trained Real Estate Stager®
- Professionally Trained Redesigner
- Consumer Marketing and Customer Service
- Home Furnishing Merchandising
- Showroom and Interior Design Studio Management
- Professional Artist
- Floral Arranging
- Feng Shui Principles



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* In a 2004 survey of Realtors®, two-thirds estimated that a Staged® home sold for 20% more and in less than half the time than a non-Staged® home.

** A Stager® should consult with you before and after each homeowner consultation and before and after Redesigns and additional services. Staging® consultations, if possible, take place as soon as homeowners decide to sell but at least three to four weeks before the first Open House and any photo's taken, and/or before any home improvement projects commence.