

What Is Home Staging?

By ALEX MASON | Green Shoot Media

Let's face it: Home sales are competitive and pricey, and it's often difficult to find the diamond you're looking for.

Tough times mean tough solutions, and home sellers who mean business may have to call in the experts to get noticed.

Home staging is a new phenomenon that really works to separate the ordinary from the extraordinary and puts the house for sale at center stage. For traditional open house preparations, agents work with what they have, but home staging creates an illusion and can maximize a property's potential.

A home seller seeking attention from buyers will do well to invest a few hundred dollars in professional home staging to transform the property into a work of art.

WHO ARE HOME STAGERS?

A home-staging professional will have a great deal of knowledge in the real estate business, and their cutting-edge advantage is that most are professional artists. The property for sale is their canvas, and he goes to work to create an illusion of larger living spaces, comfortable corners and a sense of overall appeal to the home.

A good home stager has a well-trained eye for color, coordination, textures and spatial orientation. If you wish to sell your home as a work of art, a home-staging professional is worth of every penny.

THE ART OF ACCESSORIES

In addition to working with open spaces, furniture settings and window treatments, the home stager will zero in on the fine details that can make a house feel like a home.



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Home stagers know how to make your home stand out from the crowd with the right furniture arrangements and luxurious accessories, among other tricks.

From accessories to scents, the home-staging artist knows just what to do to create a warm sense of space and an attractive property to the prospective buyers.

Scented candles, chocolate chip cookies baking in the oven, floral arrangements and planters are all tricks of the trade to decorate with style and grace in grand fashion — the way a Hollywood set would be coordinated.

ATTRACTIVE TOUCHES

The home-staging artist may ask

you to clear away all of your bathroom products and leave the countertops clean and wide open. Remove the bathroom scale, towels hanging over the shower door and everything else that does not seem inviting.

Like a five-star hotel bathroom, your home is transformed with baskets containing spa treatment oils, cinnamon fragrances, luxurious towels wrapped in ribbon, rose petals, and the list of ideas to create a sumptuous environment is endless.

Regardless of the space you have to work with, your home-staging professional can transform your living space into a first-class act.

EXTERIOR AND GARDEN STAGING

Your outdoor living space is just as important as the interior, and a good home-staging artist will get your backyard in mint showroom condition.

This is one part of the staging process where you will have to roll up your sleeves and participate. Be sure to clear away all junk and any rusted items, such as a lawn chair, barbecue grill, old toys, etc.

Backyard landscaping and decorating can be costly, so you may wish to use an optical illusion of a

REAL ESTATE 101

Tricks of the Trade

Here are some tricks stagers use to make your home seem more inviting:

- **Nice smells:** Scented candles, cookies baking in the oven
- **Flowers:** Planters and floral arrangements
- **Furniture:** Designer pieces, furniture arrangements that emphasize open spaces
- **Luxurious items:** Spa oils and luxurious towels

designer yard by keeping your colorful and fragrant accessories confined to the door and porch.

Use eye-catching hanging planters, colorful bird houses, wind chimes and even cut floral arrangements to accent your patio table.

To come up with more ideas, think as though you were designing a movie set and put those attractive objects front and center on your back porch.

Alex Mason is a former real estate agent and mortgage broker living in Los Angeles.



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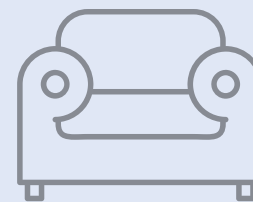
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HOMESWISE GLOSSARY

Processing: The preparation of a mortgage application and collection of supporting documents for underwriting.

Note rate: The interest rate payable under the note. For adjustable-rate mortgages, the note rate may adjust from time to time in accordance with the terms of the note.

SOURCE: Freddie Mac

AD SPACE