Hi, there. I’m *\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_*, with \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_. In this video, I’m going to talk to you about the importance of staging when it comes to selling your home. Did you know, that for every one hundred dollars spent on staging your property, you could see a return of about three hundred and ninety nine dollars? Does that grab your attention? In today’s market, the majority of buyers out there are looking at properties online first. That means they are basing their first impression of your home on pictures. If you cut corners on staging your property, this could lead to lower offers, longer time on the market or no sale. It’s important to make sure your home is staged in a way that catches buyers’ eyes, draws them in and makes them feel welcome in the space.

Having an overly cluttered room, or lots of personal items in a space, can be very off putting for buyers. It makes it difficult for them to envision themselves in the space, and lots of clutter makes them worry that there may not be enough storage. Also, outdated decor and worn out furniture can scare buyers into thinking the house may not have been properly maintained. Instead of looking at the potential in your space, they spend their time starting to add up all of the things they would have to fix before they could make it their home.

You don’t want buyers worrying and making mental to-do lists when they look at your property, you want them to be excited and imagine their own stuff in your space. When your home is staged properly, buyers see it as move in ready and can see themselves living in the space. This makes them more likely to make an offer, which of course, is what you want. For more tips on buying or selling your home, check out my other videos on \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_.