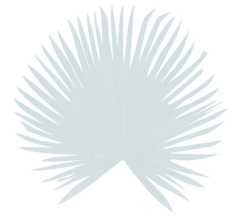


Tips & Talking Points about Home Staging



Be Direct, Confident & Educational

It's our job to clearly explain how staging can impact the sale of a home. Sellers deserve to understand what they may be leaving on the table by not staging—and to make an informed choice.

Staging Delivers Maximum Impact for Minimal Cost

- “Staging is the most cost-effective way to transform your home’s presentation.”
- “I can’t renovate your home for that price, but staging will make it look completely different and speak directly to your target buyer.”
- “Staging justifies a higher price and delivers strong visual impact with less investment.”

Help Sellers Visualize the Value

- Show them real examples—websites, social media, before & afters
- Walk them through staged vs. unstaged homes in their area
- Bring in a stager for a consult—many offer proposals with no obligation

Virtual Staging Can Backfire

Do you want a buyer’s first impression to be disappointment when the home doesn’t match the photos? Real staging builds trust and connection.

Staging Beats a Price Reduction

- Don’t wait until you’re forced to drop the price
- It’s harder to get buyers back after a reduction
- Instead, say: “Let’s try staging and new photos first. It’s a smaller investment with proven results.”

Professionalism Makes a Difference

- We’re reliable—on time, every time
- Our team is polite, respectful, and vetted
- Fully insured and experienced with high-value homes
- Designs are strategic and tailored to the neighborhood
- Our 5,000 sq. ft. inventory allows for curated, elevated staging

Focus on the Buyer—Not the Seller’s Taste

It’s not about whether the homeowner likes the staging—it’s about what appeals to buyers and drives offers. You may not love every choice—but you’ll love the results.

Staging Tells a Story

Staging is about emotion and storytelling—not just furniture. - “*The home is the message. The realtor narrates it. The stager sets the scene and brings the story to life.*”