

A woman with dark, curly hair, wearing glasses and a red button-down shirt, is smiling and looking towards the camera. She is positioned on the left side of the frame. The background is a blurred interior of a home, showing a dining table and chairs, and a chandelier hanging from the ceiling.

Finding a Luxury Market Home Stager To Increase Your Bottom Line



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Attributes Your Stager Should Possess

- A leader in the industry who is part of your marketing team
- Your listing presentation includes the fact that you include a qualified professional to **market their home for listing photos**
- A 3rd party to discuss what needs to be done to reach discerning buyers world wide

Details, Details and Then More Details

- A strategist that can pull many people and trades together to meet deadlines
- Someone that can lighten the mood and make a tense situation much more enjoyable
- Well versed in working with trades, online marketing, sourcing and listing photography

People Skills Importance

- Able to work with many cultures, respectful of cultural concerns like rental furniture (previously used in other homes) coming in to their home
- Someone that can lighten the mood and make a tense situation much more enjoyable
- Instills confidence in the seller that they are in good hands, their home will be respected

Reinforces Your Commitment to the Seller

- Sellers listen more when you commit to paying for the consultation
- Stager can provide personal current stats for your selling area that show better results than listings not staged
- Stager will return for listing photos if any time has elapsed between staging day and listing photo day

How You Can Work Effectively with a Stager

- Discuss ahead of time the type of personality the seller is
- Attend the consultation to reinforce the staging suggestions
- Share what your relationship is with the seller

Benefits to You the Agent

- Shorter days on market, less days means more profit, faster
- The investment exceeds expectations consistently
- Save money on marketing investment increasing your bottom line
- Referrals come your way prepared to listen to staging suggestions as they have seen your work and the results you have achieved

Working with Buyer Agents is Easier

- Other agents want to show your listings as they know they are prepared for buyers
- Buyer agents have a better chance of making a sale when they show your listings
- Your listing photos show like magazine shots attracting buyers to put your listing on their “must see list”

Talking About Theme Decor

- Matching or themed rooms appear to be a starting over process to buyers
- Wallpaper removed, proven neutral paint colours selected by staging association
- Space and light sells homes
- Furniture placement increases flow
- Furniture, artwork, lighting to scale
- Should appear like a model home



Space and Light Sells Homes

Selling Your Stager to Sellers

- Qualifications, awards, experience in the market with like properties and even more luxurious
- Encourage your seller to step back and let the professional market their home for sale
- Clause 8 in a staging contract

Stats to Share with Sellers

- 98% of people cannot imagine something
- Over 90% of buyers look online for their next home
- 5 seconds... how long the average buyer spends looking at a listing online before clicking through to the next one
- Over 40% of paint sold is the wrong colour the first time

Services Provided

Room by Room, Written Staging Suggestions

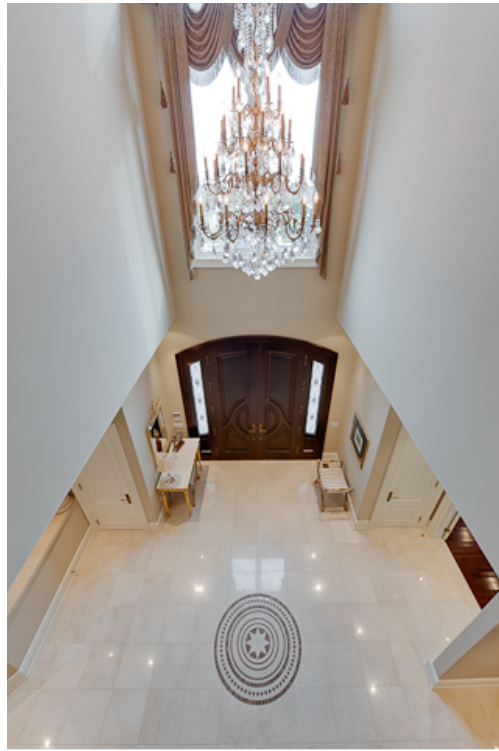
One Stop Shop

Coordinate Trades, Painters, Cleaners,
Handy-Person, Reno work, Electrician

Online Consultations Available

Negative Energy Clearing

Photos to Capture — Grand Features —



Edit to Highlight Features



Simple and Effective Staging

— Edit, Edit, Edit —



Space and Light Sells Homes





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