



REBECCA BOLER
company



WHAT IS OCCUPIED STAGING?

Occupied Staging is when a home is Staged while the homeowner is still living there. For Occupied Staging, the goal is to declutter, organize, and highlight a home's best features. There will be 2-3 certified Stagers working in your home and the process typically takes 2-4 hours. During the Staging process, furniture, décor, curtains, and rugs may be rearranged or replaced with the Stager's inventory. The Stagers will carefully move any unused items into a discrete place of your choice. Please do not be offended if your items are replaced! Often, rugs and furniture that look amazing in person do not photograph well. The Stagers will respect any requests to not move particular items and will treat all belongings with care. We understand that this process can be overwhelming and we hope this information will help you prepare for your home's Staging.

THE VALUE OF STAGING

Home Staging is a critical part in every home sale for several reasons. Home Staging maximizes the space, lighting, and the flow of each room. It is very challenging for homeowners to Stage their own home because 1) they are (understandably) emotionally attached and 2) it is difficult to rearrange a space you see every day. Stagers remove this burden and ensure that the home is showcased to the highest potential for all perspective buyers. Studies have found that professionally Staged homes sell for 9% higher than the comparable home in the neighborhood.

HOW TO PREPARE

Here are a few things you can do to prepare for the Staging process. These steps should be completed before the Stagers arrive to your home.

- ☑ Pack away all personal photographs and documents
- ☑ Store all toiletries/shower accessories in cabinets or closets
- ☑ Tuck away remotes, phone chargers, and other electronics
- ☑ Hang white bath towels and hand towels in every bathroom
- ☑ Find a discrete place to keep all pet items during the selling process
- ☑ Replace all lightbulbs

(214) 907-6613
info@rebeccaboler.com
www.rebeccaboler.com