

## REALTORS' FREQUENTLY ASKED QUESTIONS

Q. When should I introduce staging to my clients?

A. *You can immediately set yourself above the competition by discussing staging during the listing presentation. Explain to your clients you understand the importance of staging a home and that you offer staging as part of your marketing plan. Staged homes also look great online where the majority of buyers first look. One Day Home Staging & Redesign is happy to provide professional, wide angle "after shots" for your website, MLS and other marketing materials. As you know, more than 92% of buyers search online before contacting an agent.*

Q. How much does staging cost and how do I get my client to pay for it?

A. *If you don't want to talk with your client about the cost, One Day Home Staging & Redesign can deal directly with them, explaining our services, and fees. Or we can work with you and your client together. We try to fit every budget. However, many Realtors pay for the initial consultation as part of their marketing plan and as an incentive to get the listing.*

Q. What if I have a home that has been on the market for some time?

A. *Although it's best to stage a home before placing it on the market, it's never too late. Sometimes, it's smart to remove the listing for a few days so we can prepare the home and provide an excellent incentive for a new Realtor Open House.*

Q. How do you stage a vacant home? Any why?

A. *Most buyers need emotional triggers to "see" themselves in an empty room. We provide small furnishings, art and plants/florals. We work with rental companies to provide larger furniture if needed. Every room must tell an inviting story. Remember, buyers need to connect EMOTIONALLY and our staging triggers the right emotions. Let us prepare an estimate that will include staging, rental selections, fees and delivery charges as well as recommendations for client-owned furnishings that can keep rental costs at a minimum.*

Q. How responsive can you be to my needs?

A. *One Day Home Staging & Redesign makes Realtors a priority. We understand your deadlines, including those "last minute" Open House events that need immediate service.*

## One Day Home Staging & Redesign

JUDY CARLOUGH, I.R.I.S. TRAINED AND CERTIFIED 978 455 3861  
WWW.ONEDAYHOMESTAGING.COM JCARLOUGH1@COMCAST.NET