



Home Matters, llc

“Where Home Always Matters”

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www.Homemattersllc.com

How and Why Home Staging Works

- People buy their homes on **emotion** (“dream home”).
- Home staging is a combination of decorating and marketing, which also takes into account the **psychology of home buying** by creating certain moods and emotional connections.
- Home staging services are **customized** to the needs of each home by highlighting key impact areas, maximizing desirable features and minimizing undesirable features.
- Home staging maximizes buyers’ **first impressions**.
- Only **5%** of buyers can truly visualize the possibilities; most see what is—not what could be.
- Prospective buyers formulate an opinion of a home in the first **90 seconds**.
- A staged home is perceived as **well maintained**.
- Attractive, well-maintained homes are **shown more often** by realtors.
- Staged homes **look better in print and internet advertising**, giving them the competitive edge by getting them onto buyers’ “must see” lists.
- **86%** of buyers view homes online before scheduling an appointment with a realtor.

Allow us to be your Property Presentation Specialists!