

# ALASKA PREMIER HOME STAGING



## Home Staging = A Premier Home Sale

Stacy Goade, creative visionary and owner of Alaska Premier Home Staging, remembers a time when she and her husband both managed full-time professions, traveled, and parented two teenaged daughters while squeezing in preparations for two family homes that sold within a two year span. Stacy reflects, "As a professional home stager, I can empathize with the stress and anxiety that sellers' experience. It took a toll on my entire family. We were fortunate, but we also worked hard to stage our homes for top dollar sales. Had home stagers been available to me, I would have PAID for their support and service!"

These experiences helped Stacy reconnect with dormant talents she had all but forgotten. Friends encouraged her to think seriously about interior decorating. The clincher for Stacy was the creativity of home staging; it fueled her energy and made the hard work of selling homes fun, gratifying and financially rewarding:

- Stacy's first home sold for \$115,000 above its original purchase price, within 6 days
- Home #2 was older but with contemporary colors, modern upgrades to the interior and affordable enhancements that boosted curbside appeal, Stacy received an offer within 9 days for \$25,000 more than she paid a year and a half earlier!

### Full-Service or Do-It-Yourself (DIY)

A variety of staging services are available, depending on your circumstances, time and budget. Whether you opt for full-service home staging, some combination of both, or prefer to DIY, each client will benefit immediately from the Initial Consultation.

### Initial Consultation (Flat Rate)

- Two hours of one-on-one, at client's home
- Objective evaluation and ideas to stage for greatest buyer appeal
- Room-by-room action plan, including a curbside appeal check
- Decluttering, depersonalizing, and furniture moving
- Budget plan if minor upgrades/repairs or furniture and accessory rentals are necessary

### Additional Services from Alaska Premier Home Staging (Hourly Rate)

- Project Oversight (manages staging project, coordinates all activities)
- Contractor Referrals (for DIY) or Coordination (contacts, schedules contractors if needed)
- Personal Shopping (selection/purchase of staging accessories, art, etc.)
- Rental Furniture Coordination (selection, delivery, and staging of all rental furniture)
- Color Consultation (when color addition or neutralization is needed)
- Digital Photos (before/after photos for marketing)
- Additional Staging (beyond Initial Consultation services)
- Virtual Home Staging Consultation (when distance is an issue)
- Gift Certificates (refresh, rearrange, or redress home interior or professional office spaces)

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### Home Staging Services in Alaska:

- Municipality of Anchorage
- Hillside
- Oceanview
- Prominence Pointe
- Rabbit Creek
- South Port
- University-Medical District
- Juneau
- Sitka



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### What Clients Say About Alaska Premier Home Staging

"Stacy worked wonders in my living room! Her talent for coordinating décor and using color really transforms. She opened my eyes to decorating!" Paula

"Stacy knows how to stage a room beautifully. The family room is testimony." Melissa

"Stacy is results and process oriented; one can see this from her great re-designs. Before, room looked cold, uninviting. After, room looked clean, warm and inviting – a room I want to be in." Emily



Before staging the family's TV room looked crowded and uncomfortable. Outdated, uncoordinated art made a drab, uncared for impression. After staging, the room has a spacious, tranquil and contemporary feel. New art, some greenery, and repositioned sofa, tables and lamps now work together to create a warm, inviting space.

Before decorating this room felt abandoned. The redesign goal was to create a cheerful yet relaxing area for the family. All but three items were already in the home. Repositioned furniture draws the eye to the center. Existing neutrals became a backdrop for adding vibrant pink and soothing greens. Accessorizing with plants, a fiber rug, baskets, a dried arrangement, ceramic containers and glass tables provide an organic feel and a happy, inviting vibe.



This living room lacked a focal point with randomly placed bulky furniture and accessories. After staging, the living room looks open despite the addition of another bulky chair to the sitting area. Pillows and other accessories coordinate colors throughout the room. And the front entry to the home now features a table and mirror to create a welcoming and comforting family space.



**STACY GOADE'S CAREER KNOWLEDGE AND EXPERIENCE** managing large-scale projects and budgets, her propensity for decorating, and her real-life success staging homes is what makes Alaska Premier Home Staging your tool for a "premier" home sale.

"Premier" homes are first, best, and foremost on the minds of inspired buyers! Stacy will help you be sales smart, sales ready, more relaxed, and in control. Call Alaska Premier Home Staging when you plan to sell. Stacy will help you design and decorate your home for the "premier" sale.