

IMPRESSIVE SPACES HOME STAGING LLC



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Impressive Spaces Home Staging

Turning your property into an impressive space that will attract home buyers

Why Stage

Staging is about making your home appeal to the broadest set of potential buyers. Home buyers on a whirlwind tour and a limited time frame are looking for the house they can see as "home". Staging typically includes some very simple steps to bring focus to the home's best features and to downplay or minimize the flaws. Eliminating common objections through staging creates the opportunity for buyers to determine if they can see their families at home in your property. Time pressures on two-income families make "move-in ready" homes in higher demand.

The popularity of home staging across the nation is being fueled by the many cable television shows demonstrating the dramatic difference small investments can make in a home's appeal. A 2007 survey of 2000 real estate agents shows that the services of a professional home stager will typically return more than 300 percent on the investment. The survey confirms that staging gets homeowners a higher initial offer in a shorter period of time (about 1/2 the time of an unstaged home!). An investment in home staging is usually significantly less than that first reduction in the listing price if a home is on the market for an extended period of time.

When to Stage

The best time to engage a home stager is before your home is listed for sale. Studies show that even the listing price a real estate agent suggests for your home is influenced by a home that has been staged and all repairs made before the first meeting. But if your home is already on the market don't let that stop you. It's never too late!

Vacant Homes

Statistics show that 9 out of 10 people cannot visualize furniture placement or even accurately calculate room size in a vacant home. A modest investment in rental furniture and accessories will define the space, accentuate the home's best features and minimize any flaws. That is why successful developers create a "model home" at the beginning of their projects.



Home Staging Services in Tennessee & Georgia:

- Cleveland
- Bradley County
- Chattanooga
- Hamilton County
- Knoxville
- Knox County
- Bradley County
- Nashville
- Murfreesboro
- McMinnville

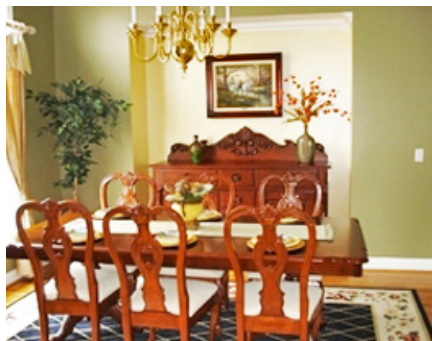


The Process of Staging Your Home

It is important for home sellers to understand that decorating a home shows personal style and puts your mark on the space, but staging the home to sell is a very different strategy.

We will use your existing furniture and accessories when possible to reset the home for show. Other areas we address are lighting, color analysis, clutter elimination, and curb appeal. In an initial 2 hour consultation we talk about your home and what is most important to you, followed by a walk thru where we will start to transform some of your rooms. We will formulate a detailed plan for each room creating a focal point, decluttering, rearranging, and suggesting repairs or improvements when needed.

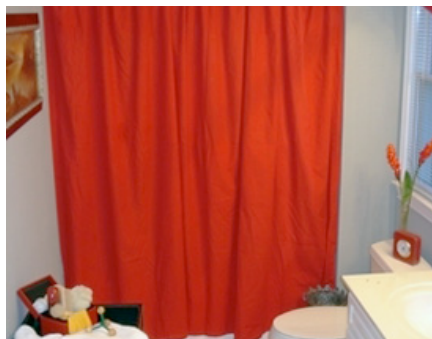
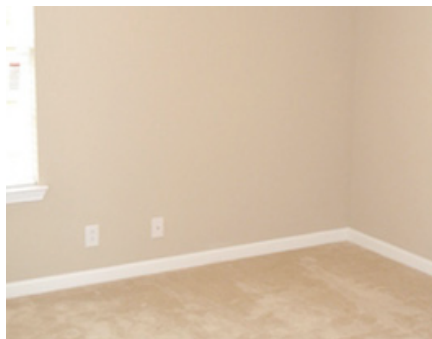
At this point you decide how much you wish to do yourself and what you would like to delegate to us. We will do as much or as little as you want. It is entirely up to you. We will provide a cost estimate on the items you delegate and a reference list for repair services if needed.



This dining room was dark and dated. A cool green color with gold accent in the inset really opens up the space.

Replacing the china cabinet with a buffet and painting as well as removing armed chairs at the ends of the table make the room appear larger.

Warming up the walls with a light grey paint, angling the bed to create visual interest and adding a punch of color with red accents make this small bedroom a place your guests will want to spend time.



This bathroom was cold and uninviting. Replacing the outdated shower doors with a custom curtain and adding a small table with toiletries adds warmth, color and creates a spa like feel even in a small space.



PAMELA MOORE, PRESIDENT OF IMPRESSIVE SPACES is a graduate of The Staging Diva Home Staging Business Training Program created by internationally known staging expert Debra Gould.

A fifteen year background in event planning and organization and lifelong interest in interior design made home staging the perfect vehicle for using her talents to help home sellers in this tough economic climate.