

# THE PALM BEACH STAGING COMPANY



## WHY STAGE?

- Homebuyers shop logically, but buy on emotion. Staging aims to create an emotional connection, in a setting where as many buyers as possible fall in love with your home. Many times, this can lead to multiple offers and bidding wars.
- In hot markets, the competition for buyer dollars is high. In slower markets, buyers can take their time and be picky. In either case, the average homebuyer's sensitivity to how a home for sale should look has increased due to the proliferation of home decorating and "house-flipping" shows on television. Staging gives your home the edge over homes that have not been staged.
- The goal of home staging is to sell the house as quickly as possible for top dollar, precluding the need for price reductions over time.
- The majority of homebuyers start with the Internet when looking for a new home. The photos of your home on real estate websites are critical to getting potential buyers into your home. Staging prior to the photo session can raise the odds of those buyers choosing your home to view.

## How does it work?

The Palm Beach Staging Company will come to your home for a working consultation and perform a thorough evaluation. During the consultation, we will assess your home with a buyer's eye and provide a plan for each room, including recommendations for furniture placement, repairs, enhancements, etc., along with an estimate of costs for implementing the plan. At this point, you can decide whether you want to do the work yourself, or with our help. We will do as much or as little as you wish. We can recommend realtors, painters, handymen, or other service providers, can source rental furniture if needed, and even go shopping for accessories and finishing touches.

## Services Offered by the The Palm Beach Staging Company

- Staging to Sell
- Re-design for Living
- New construction Staging
- Professional Organizing

## Why The Palm Beach Staging Company?

Our staging plans work with your budget. We understand the real estate market in your area, and know what it takes to sell homes quickly. Company president Mary Brickman is known for her attention to detail, integrity, and remarkable design sense.

Mary believes that when our homes provide a sense of peace, order, safety and beauty, we live healthier and more balanced lives. She keeps this core value at the center of her designs, whether the task is staging to sell, re-designing homes for living, or organizing homes and offices. This unique outlook, along with Mary's extraordinary design sense, keen eye for color and placement, and innate organizational skills set her apart in her field.

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## Florida Home Staging Services:

Palm Beach County, Martin County, West Palm Beach, Palm Beach Gardens, Jupiter, Palm City, Stuart, Tequesta, North Palm Beach and Juno Beach.



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This great outdoor balcony space was underutilized. Previously unused balcony space was transformed into an outdoor dining area, creating loads of added value for prospective buyers.

This kitchen was cluttered, the overhead lighting was glaring, and the color scheme was too bright to appeal to most buyers. General de-cluttering, a coat of paint, accessories and an updated backsplash instantly take this kitchen from cluttered and glaring to sophisticated and inviting.



This small living room lacked warmth and character, and needed storage options. Extending the same calming paint color from the kitchen into the living room makes the entire space seem larger. Modern display shelves above the updated sofa (which the client will transfer to his new space when he moves) create a balancing focal point. This living room makes the potential buyer feel as though they can move right in.



**MARY BRICKMAN, PRESIDENT OF THE PALM BEACH STAGING COMPANY**, started her career in the legal industry, gaining a bachelor's degree in legal studies and accolades as a senior paralegal for some of the world's largest companies and most elite law firms for over 30 years. But she could never ignore the call of her heart's true passion... design! Mary started out designing her own homes and those of friends of family, and then sharpened her experience working as a design assistant and showroom manager for a local interior designer.

When Mary decided to launch her own staging business, she called upon the expertise of a recognized leader in the field, Debra Gould, known in the industry as the Staging Diva®. As a graduate of Debra's "Staging Diva Home Staging Business Training Program", Mary is one of an elite group of home stagers who possess the talent, focus and tools to help sell homes quickly and for top dollar.