

# RENAISSANCE HOME STAGING & REDESIGN



**Company Owner:** Liz Murray  
**Phone:** 480-857-1437  
**Visit:** renaissance-homestaging.com  
**E:** info@renaissance-homestaging.com



**About Renaissance Home Staging & Redesign** Liz Murray at Renaissance Home Staging & Redesign in Chandler, offers an array of services. Some services are:

- Professionally staging homes for sale, both occupied and vacant
- Sewing custom items, like pillows, and drapes, giving you a designer look
- In some cases, she also can refinish cabinetry, giving a kitchen an updated look

There is a lot to consider when putting your home on the market. When staging a home we consider the target market, and who will be buying a property. Each home is a unique product that is for sale.

- We look at the target and create a customized plan. No one home is alike, even if it presents itself in a planned community. We then look at what already exists in a home, and use it to give a home a new energy.
- Unable to provide you with a “flat rate” for our services, we prefer to offer a customized plan that reflects the needs of your home prior to placing it on the market.
- Our goal is to use your own items, or add a few new items to fill in a space.
- In a vacant property, we often use furniture rentals and accessories.

Moving is one of the most stressful events in a person’s life. The stress can be debilitating to a family, and it’s why we handle each property differently. People are busy thinking about their next move. Releasing memories can be a challenge.

**Renaissance Home Staging & Redesign** takes this mindset into account, and realizes that the first step in using home staging as a marketing tool, starts with the emotional roller coaster each seller is about to embrace. It can be a tough love situation, or a minor update, but we help to convert the seller’s feelings in addition to the look of a home.

Today’s sellers may not consider that many buyers are a generation or two younger than they are:

- Since buyers want updated looks, we try to reduce “to-do lists” and help them imagine what it’s like to live in a home.
- Outdated looks can result in a lower price, so we work with items you have or provide budget friendly suggestions that can transform the look and feel of your home to maximize your selling price.



## Home Staging Services in Arizona:

- Chandler
- Fulton Ranch Area
- Val Vista Lakes
- Gilbert
- Tempe
- Queen Creek,
- Scottsdale
- Sun Lakes
- Nearby Phoenix communities



## RENAISSANCE HOME STAGING & REDESIGN

### Renaissance Home Staging & Redesign Success Story

We realized the importance of staging, after spending 2 months waiting for a hoarder to clean out her possessions. When we staged the home, we used what was left in the home, painted a few rooms, and added fresh bedding. The home sold in less than a month, and sold so quickly, the seller had to rent from the new owners until the new home was ready. The buyers were amazed how the home looked, and as a result the seller managed to get a great price for her home, as other homes in the market plunged!



An uninviting Master Bedroom was dull, and depressing, and hadn't been updated in almost 15 years.

Lighter bed linens, along with silk draperies add an image of spa-like luxury.

The furniture layout, and variety of styles overwhelmed this space.

Rearranging the furniture allowed for improved traffic flow, and a more functional space



Unable to figure out how to change this eyesore into a thing of beauty, many buyers ran from this room as too much "to do".

Within about 4 days, and a little help and elbow grease from the seller, we transformed the entire look of this den, and turned buyers' heads as they entered this once vacant home.



**LIZ MURRAY'S LOVE OF DESIGN COMES FROM HER ITALIAN BACKGROUND, AND INFLUENCED HER BUSINESS' NAME. RENAISSANCE PAINTERS BELIEVED IN TRANSFORMATIONS, AND SO DOES LIZ WHEN IT COMES TO YOUR HOME.** In business since 2010, and locally owned, licensed and certified in home staging, Renaissance Home Staging and Redesign is a member of the American Society of Home Staging and Redesign. The owner, Liz Murray, is also a graduate of the Home Staging Resource, and the world-renowned Staging Diva® Home Staging Business Training Program.