

# SELLING BY DESIGN – STAGING



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## Selling By Design – Staging

**“OH WOW!”** That’s the feeling that potential buyers “must” experience the minute they enter a home that is for sale. Most people make up their minds about a house within the first few minutes. Creating the “wow” effect, making the home stand out from the competition, is the goal of Selling By Design – Staging. Owner and president, Linda Thompson, believes that each home is unique and needs to be enhanced accordingly. Selling By Design – Staging will create an atmosphere that will attract buyers with its bright, yet serene appearance. Your home will not have a cookie cutter or obviously “staged” look, just one that is warm and inviting.

### Why Stage with Selling by Design – Staging?

A staged home will usually sell faster and for a higher price than a house that has not been staged. This is because potential buyers can more readily envision themselves in a home that has been enhanced. As a homeowner, Linda knows that owners don’t see their homes as buyers see them. As a stager, she has an objective view, and can create an environment that is neutral, allowing buyers to picture their own furnishings in the home.

If you choose to have Selling By Design – Staging enhance your home it will be an investment that will pay off when your house is sold. In a market where prices are being dropped again and again before a home is sold, a staged home will yield a greater profit than one that has not had the benefit of a professional touch.

Selling By Design – Staging takes into consideration: the client’s budget, the needs of the target market and of course the length of time available for staging

### Selling by Design – Staging Process

The process begins with a thorough 2 to 3 hour walk through analysis of the home from curb to closets. The homeowner receives a detailed checklist outlining the changes needed to ready the house for a quick sale, including, but not limited to:

- De-cluttering, painting, household repair needs and furniture rearrangement suggestions
- Consult with the homeowner regarding the needed changes
- Provide the client with names of skilled painters, home repair, cleaning and landscape services, as well as furniture rental companies if needed
- Give advice on paint colors, furniture arrangement, and accessories
- Coordinate and oversee the complete staging process

The client may choose to use the checklist only, and do the staging of their home themselves, or they may hire Selling By Design – Staging to do the whole project.



*Selling by Design*

### Home Staging Services in California:

- Fresno
- Madera
- Merced
- Sanger
- Clovis



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### What Clients Say About Selling By Design – Staging

“The changes Linda made in our home took it from chaotic and cluttered to efficient and very livable. We love the creative ideas she suggested.” (Lindsey Trimble, Fresno, CA)

“Our house had been on the market for about three months. After Linda decluttered it, rearranged some furniture and artwork it sold within weeks.” (Christy Lopez, Fresno, CA)



Before, this guest room, which was also being used as a storage room, was anything but restful.

After the storage clutter was removed and new drapes, nightstand, lamp and artwork were added the room has a clean peaceful look.

Before, this room had no real function; just held odds and ends of furniture and plastic plants.

After decluttering, removing extra furniture, and adding a dining room table and chairs, the space now has beauty as well as function.



Before this room was a catchall for storage items, chaotic and unappealing to buyers.

After receiving a fresh coat of paint, decluttering and furniture transferred from other areas of the house the room is a peaceful workspace.



**LINDA THOMPSON AND HER HUSBAND—AN ARCHITECT AND BUILDER—HAVE BEEN REDESIGNING, RENOVATING AND DECORATING HOMES FOR OVER TWENTY YEARS.**

Their projects have earned praise for artistic flare, simplicity of design and practicality. Linda's passion for redesign and clutter removal led her to pursue a career in home staging. If your California house needs to be staged in the Fresno, Madera, Merced, Sanger and Clovis areas, contact Linda Thompson today.