

# SET THE STAGE LLC



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## ABOUT SET THE STAGE

There is no doubt that selling your home is a complex process with several moving parts involved. Set The Stage is here to help show your home in the best possible light and make the transition to your new space as smooth as possible.

Making a great first impression is key with potential buyers. The goal of staging is to create a welcoming environment that is emotionally appealing to everyone walking through the front door. Paul will achieve that by organizing, decluttering and decorating the space in such a way that allows buyers to envision themselves living in your home. This will help to sell your home quickly, at top dollar, and save you valuable time and money.



## SERVICES OFFERED BY SET THE STAGE

### Staging

Beginning with a 2-hour consultation, Paul will tour your home with the eye of a potential buyer and discuss every detail, big or small, necessary to ensure it is ready for realtor pictures and showings.

From there, Paul will Set The Stage by:

- Implementing practical organizing & storage solutions
- Decluttering & depersonalizing the home
- Rearranging furniture & accessories
- Shopping for any final key accessory pieces (if necessary)
- Making recommendations for paint color and necessary upgrades to lighting and flooring

### Personal Decorating

Your home is your oasis away from the busy outside world. You should enjoy living in a space that reflects your personal style and brings you joy. Whether you are settling in to a new home or simply looking to revamp your current furnishings, Paul will be happy to work with you to understand your desired aesthetic and help transform your décor.



## A SET THE STAGE SUCCESS STORY

"As we all know, moving can be so stressful! I was downsizing my apartment and when it came time to buy new furniture, I was at a loss. Paul did a fabulous job of helping me with my furniture selection. I love my new place, my furniture, and all of the ideas that he had given me. Paul is amazing at what he does and makes sure his clients are pleased!" – Frances V., Wappingers Falls, NY

### New York Home Staging Services:

Dutchess County, Putnam County,  
Westchester County, Ulster County,  
Orange County and Rockland County





This dining room needed furniture to better show the scale of the room. Sheer window treatments were added to dress up the windows in this dining room without blocking the natural light. The owners dining table paired well with the beautiful wood floors. A piece of wall art and an accessory for the table were added.

This formal living space had the essentials but still needed some updating to look more visually appealing. To compliment the darker couches, the walls in this living room were painted the same light blue color found in the area rug. Decorative pillows and lamps were added for warmth and symmetry, blinds were swapped out for curtains, and a calming picture was added to create a focal point.



This kitchen had been upgraded with new appliances but still appeared to be a bit dated.

To remedy this, the cabinets were painted white. The space is now much brighter and more inviting. Knobs and handles were added as a finishing touch and voilà!



**PAUL HAS ALWAYS HAD A NATURAL EYE AND PASSION FOR DECORATING, JUMPING IN TO HELP FRIENDS AND FAMILY TRANSFORM THEIR HOMES.** Professionally, he spent 5 years working for a Fortune 500 home furnishing company where he successfully assisted his returning client base with their decorating needs.

Paul also has firsthand staging experience – having helped decorate homes to sell in Colorado’s soaring real estate market. His genuine excitement for decorating is evident in his work, and it is the reason he decided to pursue his dreams with Set The Stage.

Paul has a degree in Business Administration and is a graduate of the Staging Diva® Home Staging Business Training Program. He is in an ongoing coaching program with the founder, Debra Gould, an internationally recognized home stager.