

You Just Don't Know When a Lead Will Become *a Staging Client!*

The bathroom transformation included a new tub, all new tile in the tub area, new flooring, an updated fixture, and the addition of pot lights and a fan.

Photos and story provided by CSP Mentor, Master Stager Susan Crema Martin of MartinDesigns.ca

Recently, a couple had a big choice in front of them, one that faces many couples in today's hectic pace of life. Should they continue to put all their free time into maintaining their 2,750-square-foot back-split, half-acre property, or actually have a life?

When they decided that they really did want to enjoy life more, their decision was made: they were going to downsize to a nearby condo and put their home on the market. Like most people who decide to sell their home, however, they didn't know what to do to make it more attractive to potential buyers; after all, they thought of their home as attractive, so wouldn't everybody?

After watching TV programs on staging homes for sale and the importance of curb appeal, and also seeing projects go from bad to worse with DIY sellers trying to handle things without professional help, they felt like their home was a "marketing challenge" and had no idea what they would need to do to sell their home quickly and easily.

They knew enough to know that for selling success, the presentation of a home should appeal to the greatest number of buyers in the least amount of time, which can be achieved by making strategic changes to highlight the home's features and functionality. Even more, they realized that they were going to need a vision of how to present their home in the best possible light to both sales agents and potential buyers.

But the only thing they knew from watching TV was that they needed something called "staging," and they didn't know what to do next. They didn't know where to look for a stager



Before Staging



After Staging

and they knew it was important to increase the value of their home even before the real estate agent saw it.

That's when they remembered a casual conversation several years before when another home on their street was up for sale. They recalled talking with a neighbour and another woman, who turned out to be a certified master stager. They searched for her card and called her right away.

With professional guidance for the vision of staging their property, they had a plan to 'neutralize' the space so potential buyers could envision themselves living there and specific recommendations on how to make their home most appealing.

Amazingly enough, by following the advice of their staging professional, their home practically sold itself! The house sold within ten days and for 99.7% of their asking price!

The investment in staging paid for itself by making the transaction fast and easy; in fact, they consider selling their property with a CSP the best thing they have ever done.

The bottom line: even the most casual conversations can lead to business! Be prepared with your business card at all times because you just don't know when, or even how long it will take, for that lead to convert to a new client. ■