

Staging Craft



Before



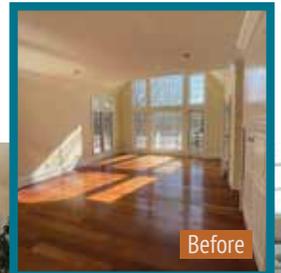
Our Magic Is **FAST HOME SALES** at **TOP DOLLAR!**

WHAT IS HOME STAGING?

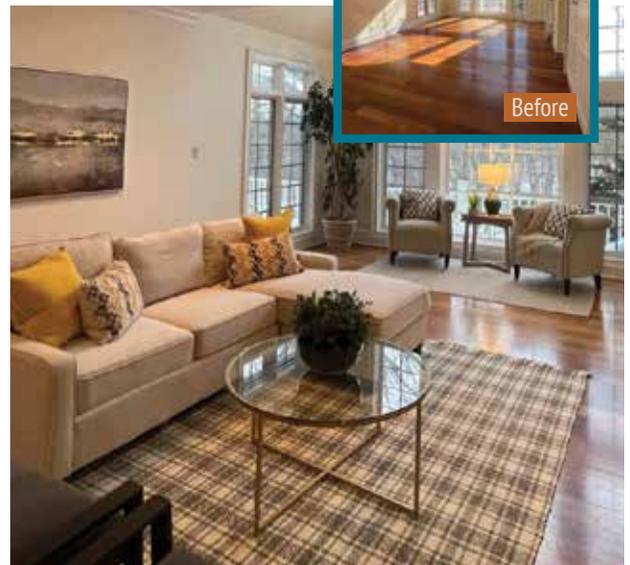
Home staging is the art and science of **preparing a house so that it looks irresistible in MLS photos, attracts buyers and leads to high offers.** A well-staged house looks better than its competition and spends far less time on the market than an unstaged house.

WHO IS STAGINGCRAFT?

We are guided by our desire to serve Realtors and sellers. We know that selling a home can be stressful, and **we aim to make the process faster, easier and more profitable for sellers and their Realtors.** StagingCraft's owner, Nancy Vander Zwan, and her team of staging assistants and moving partners offer a seamless service to you and your sellers. Nancy has more than a dozen years of experience in home staging, decorating, and renovation. She is accredited by the two leading international professional staging organizations and is a content expert and frequent speaker on home staging and preparation.



Before



Connect with me: Nancy Vander Zwan



Follow @stagingcraft

WWW.STAGINGCRAFT.COM



“Over 65% of Staged Homes Sell for 6-23% MORE Than Neighboring Unstaged Homes.” (RESA)

WHAT SERVICES DOES STAGINGCRAFT OFFER?

We are delighted to provide services in various price ranges:

- **Staging consultation:** A one-time session with sellers that leads to a list of condition and cosmetic improvement recommendations.
- **Light staging session:** For occupied homes-- a one-time, hands-on staging visit in which StagingCraft arranges existing furniture and décor to prepare for MLS photos. Up to three hours.
- **Light stage with inventory:** For occupied homes—we arrange the sellers’ belongings and supplement them with our décor and art inventory to modernize the look of the interior. Up to three hours.
- **Full stage with inventory:** A full stage of the agreed-on areas of a vacant house, using StagingCraft’s furnishings, art and décor. The full stage includes creation of a staging plan, choosing and packing the inventory, delivery and installation of the inventory, and de-staging the house after it has sold. The time and investment depend on the size of the house and number of spaces to be staged.
- **MLS Photography and Oversight:** We have partnerships with trusted MLS photography, Matterport and drone experts and can schedule and oversee the MLS photo sessions.



Connect with me: Nancy Vander Zwan



Follow @stagingcraft



WHY SHOULD YOUR LISTINGS BE STAGED?

Home staging is pure economics. StagingCraft-staged properties are easier to market because they're properly prepared. Our consultations tell home sellers and Realtors everything necessary to get houses "ready for their close-ups." In our consultations with sellers, we identify all condition and cosmetic fixes that will protect your sellers' list prices.

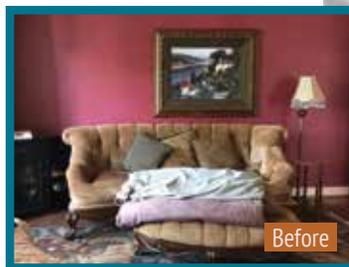
"Over 95% of Buyers Look at Photos Online Before They Visit or Call an Agent." (NAR)

WHAT DOES STAGINGCRAFT DO?

StagingCraft offers a variety of options, from one-time consultations to full stages of vacant properties. Our beautiful furnishings, art and decor can either supplement what a seller already has in the house or fully furnish a vacant house.

In our home staging consultations, we tour every area of the property—inside and out—with the sellers and advise them about what should be done to get top dollar. We excel at advising sellers on:

- Cleaning and repairs needed
- Decluttering
- Modernizing the look of a house
- Improving traffic flow throughout
- Emphasizing a house's best features
- Minimizing a house's flaws
- Arranging furniture to make rooms look large and bright
- Creating an environment that buyers connect emotionally with immediately



HOW DOES STAGING WORK?

Partnering with StagingCraft is easy! Here is our process:

- 1) You call 215-262-7306 to request our help and discuss the property.
- 2) We provide a written estimate outlining the scope of the project and how we will help.
- 3) You and the seller agree to the estimate, and StagingCraft issues a contract and schedules the work.
- 4) We work our magic, and then you list the house and field all those offers!
- 5) Once your property goes under contract, StagingCraft de-stages the property.

YOUR PARTNER IN SUCCESS

We're eager to support you and your listing clients! For more examples of our work, blogs on home staging, and videos, check us out at www.StagingCraft.com. We offer lots of staging tips on our Instagram and Facebook pages, @StagingCraft. And we're here to answer any and all questions about home staging, home preparation, and more.

Let StagingCraft work our magic for your sellers!

“NOT Staging a House Will Only Help to Sell Your Competition.”



“Including a Staging Consultation in Your Listing Package Sets You Apart!”

As an Accredited Home Staging Professional (ASP), I am professionally trained and experienced in the art AND science of home staging. My flexible, friendly approach works with all types of budgets.

No job is too big or too small!



Nancy Vander Zwan, ASP, IAHS, BCAR and NAR Affiliate Member
StagingCraft, LLC
Doylestown PA

Call me today at 215-262-7306 for a free estimate!

*Staging
Craft*

WWW.STAGINGCRAFT.COM