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## *Dave Windsor's 'Alaska Real Estate'*

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# The Value Of Staging

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If you watch 'America's Got Talent' on Channel 2 you will notice that, as the contestants advance, they are increasingly stage-managed and choreographed by the television network. Sometimes, poor choreography leads to a disappointing performance and some otherwise talented people are eliminated from the competition.

The same applies to real estate. When selling your home, the property is in a competition. The speed at which it sells, and the price you can obtain, depend on how you choreograph and manage. Ideally, your Realtor will have the skills to direct you.

The value of a property is more than a calculation. It is more than a glossy 'market analysis'. Left-brained individuals tend to focus on the mathematics of selling a home, but let's not forget the right brain, the intuitive and emotional side that deals with aesthetics.

The fact is that "price per square footers" abound, particularly since MLS introduced this statistical field into the published data base several years ago. However, a piece of real estate, particularly a single family residence, is worth whatever someone is willing to pay in the current market place, not what mathematical formulae determine. Staging your home correctly for sale is worth ten to twenty thousand dollars in the price you can obtain, plus it will sell much quicker.

Now it is true that some home-sellers are overwhelmed with accumulated clutter from years of enjoying their home. What should be done in such cases is to take the time, pre-market, to clear the space entirely of excesses. Even if you need a month or two to prepare your home for sale, it will pay. Paint and floor-coverings are essential to making the most profit from selling your home. Other remodeling expense is marginal and should be evaluated case by case.

Once you have de-cluttered and the interior is presentable, the question remains as to how the home 'appears' to potential buyers. You need professional guidance here. Most Realtors are themselves quite gifted this way or, in some cases, will recommend a professional stager but that will cost money.

The fact is that over 80% of home-buying decisions are made based on how buyers 'feel' when looking at your home, not how they 'calculate'. Even if you don't have the voice of an angel, a good stage manager can make you a star!

