

Selling Your Home: Presentation Makes ALL the Difference!

SITUATION OVERVIEW

A desirable style of single-family home in excellent structural and mechanical condition in a highly sought after subdivision in a Northwestern suburb of Chicago took considerably longer than average to sell and sold for much less than market value. The length of time on market, on-going expense to maintain and the reduced sale price carried a significant impact to the net financial gains to the owner.

A short time later, the same house with professional staging and other key visual / aesthetic improvements was then sold in less than a week for a price that has set and still holds the record for the subdivision.

Results (Before & After)

	Before	After
Sale Price	\$430,000	\$578,000
Market Time (Days)	179	4
List Price	\$489,900	\$555,000
Actual vs. List	87.8%	104.1%
Avg. Sold Price*	\$527,789	
Avg. Market Time*	52	

**Based on Sterling Ridge Home Sales in Cary, IL of comparable 2 story, 3+ Bedroom Homes – for time period from Initial Purchase to Sale*

Actions

Mike (Licensed Realtor) & Diane Glick, owners of Staged to Sell Northwest Chicagoland and Clear the Deck Junk Hauling purchased this home as an opportunity to show the value of home presentation in sale results.

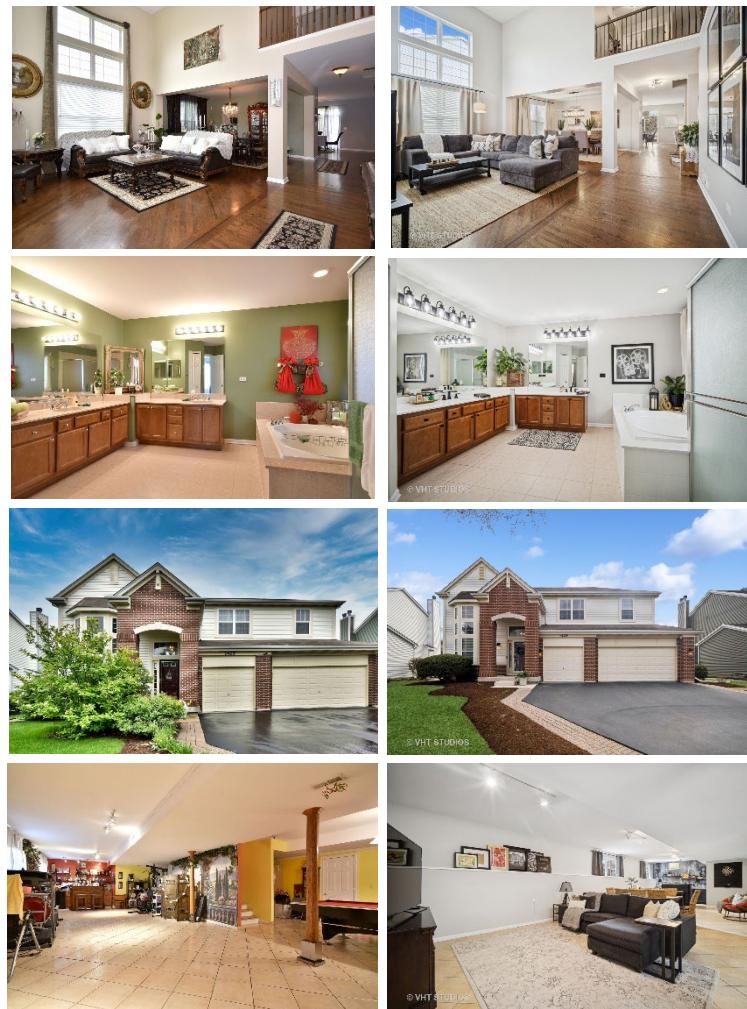
1. Established a clean and non-cluttered curb appeal by removing bulky plants, cleaning up walkways & flower beds and improving the aesthetic of the exterior lighting. First impressions are key.
2. Changed brightly colored walls to a neutral, elegant color that will resonate with a broader audience.
3. Removed personal, religious and political focused pictures & décor.
4. De-cluttered rooms of excess and oversized furniture.
5. Address / minimize unpleasant odors (pet, tobacco, strong cooking odors, etc.), in this case, mothball odor was a deterrent.
6. Upgraded interior lighting presentation.

Conclusion

According to the National Association of Realtors (NAR), “staged homes sell 73% faster than their non-staged counterparts, and for more money”. As this example clearly demonstrates, how you present a home is a critical component to the market time and ultimate financial gain. While cleaning and de-cluttering are a part of staging, each home will need certain and specific work that professional stagers can provide, including tailored strategies and an understanding of what professionals should be engaged.

BEFORE

AFTER



Home Details

Single Family Home, Built in 2004, 2 Story Colonial
Cary, IL (McHenry County)
Sterling Ridge Subdivision
4 Bedroom / 4 Full Bath
Full Finished Basement
3,570 Assessed Sq Ft /
5,100 Finished Sq Ft
3 Car Garage