



# 5 REASONS TO STAGE A VACANT LISTING

## 1. EMPTY ROOMS PROVIDE NO PERSPECTIVE

Is it tiny or huge? A photo of an empty room gives the buyer no idea how big the space is. With furnishings, it shows off the size and how furniture might fit.

## 2. GET LIKED, NOT DELETED

Surfing real estate listings becomes an exercise in photo swiping. A photo of an empty room is pretty boring. Engage a buyer with photos of furnished spaces and they spend more time looking at your listing. More time online can result in better traffic through the door.

## 3. EMPTY SPACE SHOWS ALL THE FLAWS

If there is nothing to look at but damaged carpet, scratched walls or dated tile, the buyer calculates how much they would need to invest and how much to deduct from their offer.

## 4. WHAT IS THAT ROOM?

Funky spaces can be given purpose with staging. Take the mystery out of your listing by showing how a space can be used. Turn that difficult or "wasted space" into value added real estate.

## 5. I CAN'T FALL IN LOVE WITH 4 BLANK WALLS

Buying a home is an emotional decision. Staging that appeals to a buyer let's each member of the family fall in love with the house. Create a personality and you evoke an emotional connection that leads to an offer.

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HOME STAGING FOR SALE & LIFE

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