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Posted to the web on: 04 May 2007

**Notes on staging homes for sale**

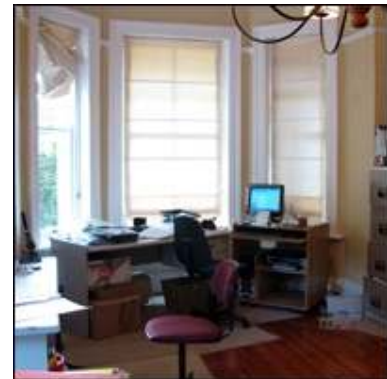
THE intent of home staging is to help a property make an immediate positive effect on potential buyers. Home staging is a relatively new concept in SA, but it is one of the fastest growing industries in the UK and US.

Home staging is not a new term, but for many homeowners and estate agents the concept of professional home staging is shedding new light on how to promote a home in the market.

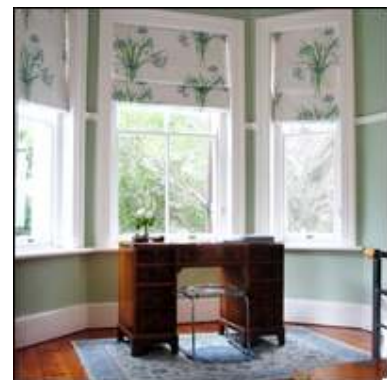
So says home staging consultant, Michelle Treacy from Design Boost, who says that home staging is a technique of preparing and presenting a home for sale in order to offer the best possible view of the house to potential buyers.

"Currently homeowners are left to their own discretion as far as preparing for home showings goes, however, it has been proven that homes that are staged sell faster and for as much as 10%-15% more.

"Home Staging is a technique of preparing and presenting a home for sale in order to offer the best view of the house to potential buyers, therefore making it appealing to a wider audience and greatly improving the chances of a quick sale and getting the best possible price for the property," notes Treacy.



BEFORE...



AFTER...

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Her company, Design Boost is a property stylist company that received training from Ann Maurice, of House Doctor fame — the guru of property presentation in the UK.

“We are professional home stagers who will try to evoke a certain lifestyle for the buyers. Although re-organising and decorating is part of what is required, we actually fashion each home into an elegant and chic lifestyle statement — designed to appeal to the greatest number of buyers. It is all about the importance of manipulating the space and focusing on the positives,” Treacy says.

Whether it is de-cluttering or organising your home, staging it to sell, or even freshening-up a room with a quick makeover — DesignBoost offers practical hands on assistance.

“We have split our services in such a way that we can help anyone — from DIY homeowners, property developers, busy professionals or those with demanding lifestyles who don’t have the time to manage a makeover project.”

The company offers a full home staging service, show home furnishing and styling, interior redesign, and home organisation services.

When asked what the most common flaws with regards to the presentation of properties for sale are, Treacy says the most common mistakes sellers make include:

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