

Discover the Staging Difference *with Ilene Solomon*

Staged houses sell faster and for more money –
and I stage for **FREE***.



“Home Staging is using limited funds, practical creativity, objectivity, market demographic knowledge, real estate knowledge and design expertise to prepare a home to sell – so that buyers fall in love.”



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This is my investment in your success.

Maximum results. Extraordinary service.

Every property has to compete to grab the attention of today's buyers – and the complimentary services of my staging team will teach you how to re-brand your home to make sure it stands out in this competitive market and procures the highest achievable price in the least amount of time. This means less disruption for you and a greater return on your investment.

Ilene knows your audience.

When you purchased this home, you may have been able to “see beyond” the seller's personal belongings, and maybe even expected to inherit some of their deferred home maintenance issues – but that was then. Today's buyers are balancing demanding careers & unprecedented busy family schedules, so many will overlook properties that require them to “see beyond”. They are willing to make a competitive offer on a home not knowing how long they'll stay (likely closer to 10 years than 40 years), so they will prioritize its market value as they make this major investment decision. Most buyers want a house that is bright, spacious, spotless, in move-in condition, and offers relevant spaces for their needs. We will create a market-preparation & staging plan that matches the features & benefits of your home to the buyer's envisioned lifestyle.

Let go.

Once you decide to sell your home, it's crucial that you begin to emotionally detach from it. Instead of it being your home, consider it a house – a commodity that must be strategically prepared for sale.

Staging is more than furniture.

Everyone defines “staging” differently – some think it means furnishing an empty house while others think it's about removing family photographs – however, we frame it in a much broader context. We define staging as the process of strategically transforming your home into your buyer's home by maximizing natural light, highlighting features, & clearly defining the purpose of each room in order to appeal to the broadest range of potential buyers. Throughout this process we will teach you the importance of thinking like a buyer which translates to having minimal furnishings & neutral décor, as well as the need to remedy any perceived “red flags”. This market-preparation process starts with the removal of all nonessential items, making cost-effective cosmetic improvements, & taking care of minor repairs. A strategically prepared property will make buyers feel welcome while exuding style, simplicity, & purpose.

You're moving out – so why invest in a home you're leaving?

If you don't have the bandwidth to address the updates & repairs your home needs – buyers probably won't either. Insufficient market-preparation can inadvertently attract low quality offers, or none at all. An initial investment in minor repairs, upgrades, & a fresh coat of neutral paint is always less than a price reduction.

Flaunt your features.

Buyers will make an emotional connection – or not – within the first 30 seconds of entering your home. We want them to “experience” your house and easily imagine themselves living there. Many buyers are visually distracted by a seller's personal items and style-specific furnishings so we make sure their attention stays on your home's unique features, architectural details, light, & layout – not on “things”. My staging team will guide you as you learn to highlight your home's attributes while also addressing its quirks. (Yes, every house has quirks.)

The Goldilocks Principle.

Too many pieces of furniture – or too few – make a space feel smaller than it is so we will show you how to strike the perfect balance. Based on the color, shape, & scale of your furnishings, we will strategically select key pieces and arrange them to maximize your space & flow. Our in-depth knowledge of buyer behavior allows us to accurately predict how buyers will navigate each room, therefore our furniture arrangements will always support this anticipated flow. We maintain a warehouse of stylish staging items that can be used **FREE** of charge to enhance your design plan when necessary.

Diamonds in the rough.

If your home has any “hidden potential”, we'll find it! We creatively transform underutilized nooks & crannies into functional living spaces that greatly appeal to buyers – spaces for work, play, & relaxation. This adds value to your bottom line.

Stage to Sell vs. Decorate.

A homeowner's style preferences, beliefs, & interests are all reflected in their home décor – either by intentional design or by mere happenstance – however, the way we live in a house and the way we stage a house for market are two different things. A strategically staged house is free of distractions, and therefore, full of possibilities. This blank canvas makes it easier for buyers to imagine your house as being the place where their lives will unfold. Let's make it easy for them to say YES.

Web appeal is the new curb appeal.

Your online photo gallery will influence today's discerning buyers as they prioritize their property visits. By following the recommendations outlined in your market-preparation & staging plan, you can be confident your home will be photo-ready. Our professional photography ensures that the finest features, light, & layout of each room are highlighted.

“Home staging is no longer optional – it is a must.”

– Barbara Corcoran, Real Estate Mogul & Shark Tank investor

FREE* staging is my investment in your success.

*Conditions of my FREE staging services.

I am the only local real estate professional who owns staging inventory, employs a staging team, and provides free staging services & furnishings. The following conditions allow me to protect my investment while offering this complimentary service. This document serves as an explanation of my services – it is not a legal contract.

1. Included in my **FREE** staging services: a home consultation with a member of my staging team, a detailed list of recommendations that will guide you as you prepare your home to go on the market, the use of my personal staging furnishings as needed, and the professional moving expenses associated with the delivery and arranging of my staging items.
2. Not included in my **FREE** staging services: Expenses incurred throughout the home improvement & market-preparation process are strictly the seller's responsibility (i.e. movers, painters, contractors, electricians, landscapers, house cleaners, carpet cleaners, window washers). My staging team and our professional movers are not able to move any of your furniture or personal belongings.
3. The market-preparation process is unique to each property so lead times will be discussed on an individual basis.
4. Household occupants and pets are taken into consideration as we create each staging design plan. Our staging items are for prop use only so please refrain from using them (pets included).
5. Protect your fragile, valuable and/or irreplaceable possessions by safely packing them away before you begin your market-preparation process.
6. If the seller is not available or able to oversee their market preparation & sales process, it is their responsibility to designate a point person.
7. Even though our staging décor choices may not be to your personal taste, please trust that we know what appeals to your prospective buyers.
8. Our bedroom & bathroom linens are not for use by occupants or houseguests. Upon request, we can provide purchasing suggestions.
9. We use artificial plants & flowers in our staging design. If you prefer fresh, you are welcome to supply & maintain at your own expense.
10. Homes must be thoroughly cleaned before we can schedule a staging delivery.
11. My expectation is that listing prices will remain competitive within current market conditions, and once a staged property has an accepted offer, my intention is to keep it staged until (at the earliest) a Purchase & Sale has been fully executed. I reserve the right to make staging substitutions as necessary.
12. If, for any reason, you decide to temporarily withdraw your property from the market before it sells, we will likely remove our staging items. When it goes back on the market we can discuss the possibility of re-staging using furnishings available at that time, but you are responsible for the moving expenses incurred during this 2nd round of installation & de-installation.

Please sign and return a copy acknowledging the conditions of my **FREE** staging services.

Name

Date



Our clients are talking

"You merged some classic pieces with a more modern sleek look. I sense continuity now in the house and will be proud to have the staged version of the house shown as mine!"

"Thank you for the terrific job. You have been great to work with and obviously the staging was effective!"

"I loved the excitement you had around the possibilities for rooms – it always got me excited to see what you would do next. When I might otherwise have been anxious about making changes, I never was."

"Ilene explained the importance of decluttering to make it easier for buyers to notice the charm and elegance of our home's architectural details. Since our "personality" filled every nook and cranny, she made recommendations as to what should be put in storage and what should be kept for staging. Thanks to Ilene's vision, our house sold the first weekend."

"You guys are amazing. You transformed our place into a designer home."

"The staging we had done on our home prior to selling gave it a whole new look that was cleaner, more up to date, and had fewer distractions. The potential buyers could see the space and room layout more clearly. By doing some touch-up and repainting, the house had more of a move-in quality which would allow the buyer to not feel the need for immediate work upon moving in."

"The house looks awesome. Thank you for all of the brilliant and hard work! I'm now afraid to mess up the beautiful arrangements."

"It can be stressful to remove some of your favorite and familiar things, but one has to remember that the purpose is to sell your house. In other words, this is business and getting the most for your house is the goal. Ilene's long-term experience in both selling real estate and staging homes gave us the confidence to know we were in good hands and getting excellent advice."

"Ilene's staging recommendations led to a result we were thrilled with."

"The final outcome exceeded our highest expectations – the differential between the selling price and the asking price was almost four times greater than the amount we had spent addressing the red flags identified by Ilene. This worthwhile experience truly helped us maximize the potential value of our home."

"Ilene walked into our house, which had not been cosmetically updated in decades, and devised a plan to turn it into a buyer's dream. Ilene's vision transformed our house into one that had buyers lined up in hopes of making it their own."



Checklist for Success: How to Prepare for Photos, Open Houses, & Showings

- ❑ **Be ready.** Your house will be professionally photographed approximately one week before the Open House. The photographer cannot remove or adjust any of your items for liability reasons – so please have your property “photo ready” when they arrive.

- ❑ **Housecleaning.** Every surface – floor to ceiling – should sparkle & shine. This includes floors, furniture, accessories, lamps & light fixtures, walls, baseboards, ceiling corners, and kitchen/bathroom cabinets. Fingerprints & smudges accumulate on light-colored doors, cabinets, & wall switch plates – we don’t notice them in our own homes but buyers will take notice. (Tip: Magic Eraser works well on all surfaces – it’s particularly useful to remove scuff marks from painted walls & stair risers.)

- ❑ **Odors.** Although difficult to detect in our own homes, buyers will notice distinct smells so you must start to eliminate all olfactory distractions well in advance of putting your house on the market. The most common sources are food, spices, pets, trash, smoke, mothballs, carpets, & damp basements. (Tip: Lavender, basil, mint, & citrus are our recommended fragrances.)

- ❑ **Light bulbs.** Your home must present as light & bright as possible so we always recommend you use white lamp shades & bright bulbs. There are many bulb options available, so for the purpose of staging your home, we’ve taken out the guesswork. Remove any spiral bulbs – they are a visual distraction and do not fit with your staging aesthetic, and always use bulbs with the maximum brightness (lumens) safely allowed for each fixture. A general rule of thumb is to use a bulb that emits a “soft yellow” glow for living rooms/dining rooms/family rooms/offices/hallways, while a “white” glow is best for bathrooms/kitchens.

Make sure every bulb in your house works – from basement to attic, and from garage to porches. Check all floor lamps, table lamps, ceiling-mounted fixtures, recessed lights, hanging pendants, wall sconces, track lighting, chandeliers, closet interior lights, under-cabinet lighting, etc. If you need to replace one bulb in a pair or set (i.e. night stand lamps, ceiling light, chandelier), make sure the wattage & glow match.

- ❑ **Shades and blinds.** These should be in good condition & able to stay fully rolled up (this is how we will photograph & show) – otherwise remove. If removing affects your privacy, ask us for a temporary pleated shade.

- ❑ **Closets.** Overflowing closets imply insufficient storage, & the scent of mothballs says “old & stale” – both are “red flags” for buyers. Thin out your closets & keep the contents organized. If you use mothballs, remove them & sufficiently air out closets.

- ❑ **Exterior.** Pressure wash as needed. Make sure all yard tools & recycling/trash barrels are out of sight. Paint door thresholds, and touch up house & trim paint as needed. If necessary, polish doorknobs, mailbox/mail slot, house numbers, & kickplate. Make sure your doorbell & garage door opener work. Set out a new door mat & flower pot. Weather-permitting, open patio umbrellas & remove grill cover. If applicable, maintain pool cleaning routines.

- ❑ **Landscaping.** Pull weeds, plant flowers, & spread fresh mulch. To maximize the natural light that shines into your house, trim any trees/bushes that are blocking windows. Maintain your landscaping routines – mowing, leaf removal, snow shoveling, ice melting, etc.

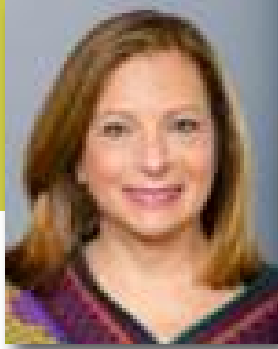
- ❑ **Windows.** Wash interior & exterior windows (weather-permitting). It’s OK to have your windows washed after your Photo Shoot as long as they’re done before your Open House.

- ❑ **Carpets.** Clean any remaining carpets, as needed. Since professionally cleaned carpets need 48 hours to dry, many sellers wait until after their Photo Shoot to have them done.

- ❑ **Pets.** Keep all pets & supplies out of sight. Some buyers have allergies so we don’t want to unnecessarily raise a “red flag”.

- ❑ **Utilitarian items.** We all have them, but they must be removed as they now detract from your minimalist staging aesthetic. For best results, tuck the following out of sight: calendars, refrigerator magnets, sponges, dish soap, dirty dishes, dish drying racks, laundry, laundry baskets, phone chargers, remote controls, tissue boxes, waste baskets, recycling bins, personal toiletries on counter tops and inside tubs/showers, used soap, toilet brushes, plungers, cans of air freshener, mismatched towels, bath rugs/mats, rubber tub mats, night lights, personal items on bureaus & night stands, cleaning supplies, vacuum cleaners, brooms, mops, and mail.

- ❑ **Valuables.** For safekeeping, lock up or remove valuables & medications.



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RESIDENTIAL BROKERAGE

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