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REAL ESTATE TODAY

by **Richard Thompson, GRI, CRB**
Broker-Owner

PROFITABLE PLACEMENT

Home staging is the home presentation strategy that involves removing clutter and repositioning furniture and accessories. Once limited to only savvy sellers, today's competitive real estate market compels nearly all home sellers to stage their homes to some degree. Lest anyone doubt the effectiveness of these efforts to show homes to their full aesthetic potential, one report conducted by the U.S. Department of Housing and Urban Development reports that a staged home will sell at a price that is 17% higher than homes that are unstaged. Moreover, a survey of real estate agents, from all over the country, reveals that sellers who spent at least \$500 on staging their homes recovered more than 343% of the cost at the time of sale.

Staging is one important aspect of preparing a property for sale. Are you thinking about selling your property? Contact THOMPSON REALTY. You will benefit from our knowledge and experience. Call us today at 778-4800 to arrange an initial meeting where we will discuss an individualized marketing program for your home. The office is conveniently located at 800 Carlton Blvd., Vineyard Haven. We wish you a healthy and happy New Year!

The Red Cross Blood Drive will be at the High School all week from 10-5.
HINT: To gauge the full effect of home staging, sellers should have a non-partial and independent person assess its effectiveness.

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