



COMMON PRACTICES FOR ALL HOME OWNERS

Before you show your home to any potential buyer be sure to go through your whole house with your agent to finish the Staging process. Meanwhile, here are some quick tips to help you start. Follow these general tips and your home will look better than the competition. *Staged Homes sell faster and/or for more money!*

INTERIOR

- Clear all unnecessary objects from furniture throughout the house. Keep decorative objects on the furniture restricted to groups of 1, 3, or 5 items. In general, a sparsely decorated home helps the buyer to mentally 'move in' with their own things.
- Rearrange or remove some of the furniture in your home, if necessary. Many times home owners have too much furniture in a room. When it comes to selling your home, thin out overcrowded rooms to make the rooms appear larger.
- Clear all unnecessary objects from the kitchen countertops. *If it hasn't been used for three months...put it away!* Clear refrigerator fronts of messages, magnets, pictures, etc.
- In the bathroom, remove any unnecessary items from the countertops, tub, shower stall and commode top. Keep only the most necessary cosmetics, brushes, perfumes, etc., in one small group on the counter. Coordinate towels in one or two colors only. Store in the closet any toilet bowl brushes, plungers and trash baskets (*or keep the trash basket empty every day*).
- Take down, reduce, or rearrange pictures (*especially personal photos*) and objects on walls. Patch and paint all walls, if necessary.
- *Review the house interior, room by room, your house needs to be "Q" Tip clean at all times! It's as easy as 1, 2, 3!*
 1. Paint any room or space(s) needing paint. Use neutral choices, eliminating bold colors and wall paper! *Don't forget to give your entry Doors a fresh new paint to add to the "Curb Appeal" when welcoming the Buyers!*
 2. Professionally clean carpet(s) and updated draperies that need it.
 3. Clean windows both inside and outside.

EXTERIOR

- Go around the perimeter of the house and move all garbage cans, discarded wood scraps, extra building materials, etc., to the garage or, if applicable, take them to the dump.
- Check gutters and roof for dry rot and moss. Make sure they are swept & cleaned.
- Look at all plants. Plants are like children...they grow so fast. Prune bushes and trees. Keep plants from blocking windows: *"You can't sell a house if you can't see it!"*
- Remove any dead plants, weed all planting areas and put down fresh mulching material. Create a warm and inviting Entry Way that Welcomes your guests!
- Keep your lawn freshly cut, edged and fertilized during the growing season.
- Clear patios or decks of all small items, such as little planters, flower pots, charcoal, barbeques, toys, etc.
- Check the condition of the paint on your home, especially the trim and the front door. The first impression, or '*curb appeal*', is very important.
- Purge, pack and prepare your interior of your Garage. Make it look spacious and functional.

WHAT TO DO BEFORE SHOWINGS!

- Leave on certain lights during the day (*your agent will show you which ones*). During showings, turn on ALL lights and lamps. For added Appeal:
 - Be sure to keep the shades pulled up and curtains drawn back for optimal natural light.
 - All trash removed daily so there is no garbage odor in the house.
 - If there are pets present, you must keep their areas clean and odor free at all times!!
Remember, "*If you can smell it, you can't sell it!*"
 - Keep the Kitchen and Bathrooms clean and free of dishes and personal items.
 - Keep Bathroom toilet seats down at all times.
 - Do Not Leave out any personal information or mail for Buyers to see.
 - Make sure all Bedrooms are clean and beds made every day.
 - Leave no dirty laundry lying around. Have a designated basket to put the dirty laundry into.
 - Play light FM music every day in the house, for all viewings.

FINAL THOUGHTS

Remember now your home is a house or a "*product*" that is on the market!

It's time to showcase it as the best product out there.

Top Dollar comes when you are prepared.

Don't leave the Sale Price up to the Buyer!

Courtesy of Stagedhomes.com

Astounding Surroundings

MAUREEN POOLE, ASPM® • Accredited Staging Professional Master® *Lifetime*
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Working together, you and your Accredited Staging Professional™
Make a WINNING TEAM!

DIY CONSULTATION PRICING



Now that your home will be listed with the Real Estate Market, it's time to prepare yourself for this **huge business transaction** and begin to emotionally detach yourself from your home. Through the process of purging, packing and staging hopefully you will begin to view your house more like a "Product" which is now on the market to be **SOLD!** We all know the best looking Product usually is in *higher demand* and achieving a *higher sales price*.

Which is why I say, "Stage a Home and Cha-Ching!"

CONSULTATION FOR DIY STAGING

ASPMaster® Stager Maureen Poole offers consultations as a service to home owners who wish to stage their houses themselves. Maureen will walk the home owner through the basics and the finer details of how to stage their house in preparation for it to sell. Consultations are performed onsite, both inside and outside, room by room, and are available in two convenient packages:

ONE TIME VISIT VERBAL CONSULTATION AND

CONTINUOUS CONSULTATION THROUGH STAGING COACHING

ONE TIME VERBAL CONSULT

Consult-Laser Focus: First Impressions Inside and Out, Property Condition, Room Flow and Function leaving you with a priority list of steps to be taken after the consult.

1.5 Hour* Verbal Consultation for up to 2,000 Sq. Ft.....\$299

2.5 Hour* Verbal Consultation for 2,000 - 3,000 Sq. Ft.\$529

3.0 Hour* Verbal Consultation for over 3,000++ Sq. Ft.\$599

*\$200/hour for Additional Consultation Time

**Customized Consultation Note Forms will be supplied by Astounding Surroundings Staging
for an additional fee at \$200/hour**

*"The investment you make IN your home
will always be less than the price reduction ON your
home"*

– Barb Schwarz, Creator & Founder of the Home Staging
Industry

617-791-5278 • www.astoundingsurroundingsstaging.com

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DIY STAGING – SQUARE FOOTAGE PACKAGES

DIY #1 - For Properties up to 2,000 Square Feet.....	\$1,500
2.5 Hour “Stage to Sell” Residential Consultation	
1 Hour Consultation - Notes and Suggestions for Client will be provided	
1 Hour “Re-Cap & Review” with up to 6 photo reviews & three (3) follow up e-mails post-consultation (24 hour response)	
1 Hour Staging Color Consultation/Staging Color Palette	
1 Hour Pre MLS Photo Shoot Tweaking with advanced notice and an agreeable scheduled time	
Classifying your house as a Certified Staged Listing!	
Social Media Posting to Facebook of your MLS listing, promoting both your REA and your active listing!	
<i>*This is a 6.5 hour Pre-View Project Package - see below for additional fee/hour</i>	
DIY #2 - For Properties from 2,000-3,000 Square Feet.....	\$1,850
3 Hour “Stage to Sell” Residential Consultation	
2 Hour Consultation - Notes and Suggestions for Client will be provided	
1.5 Hour “Re-Cap & Review” with up to 10 photo reviews & seven (7) follow up e-mails post-consultation (24 hour response)	
1 Hour Staging Color Consultation/Staging Color Palette	
2 Hour Pre MLS Photo Shoot Tweaking with advanced notice and an agreeable scheduled time	
Classifying your house as a Certified Staged Listing!	
Social Media Posting to Facebook of your MLS listing, promoting both your REA and your active listing!	
<i>*This is a 9.5 hour Pre-View Project Package - see below for additional fee/hour</i>	
DIY #3 - For Properties from 3,000++ Square Feet.....	\$2,400
3 Hour (minimum) “Stage to Sell” Residential Consultation	
3 Hour Consultation - Notes and Suggestions for Client will be provided	
1.5 Hour “Re-Cap & Review” with up to 15 photo reviews & ten (10) follow up e-mails post-consultation (24 hour response)	
1.5 Hour Staging Color Consultation/Staging Color Palette	
2.5 Hour Pre MLS Photo Shoot Tweaking with advanced notice and an agreeable scheduled time	
Classifying your house as a Certified Staged Listing!	
Social Media Posting to Facebook of your MLS listing, promoting both your REA and your active listing!	
<i>*This is a 11.5 hour (minimum) Pre-View Project Package</i>	
All Pre-View Packages are subject to additional billable fee/hour of \$200. If packages exceed their predetermined hours then it will be at the discretion of Astounding Surroundings Staging for further invoices.	

To inquire about additional services beyond Consultations and Coaching, please reach out to Maureen Poole with Astounding Surroundings Staging at 617-791-5278 for options and pricing.



HOME STAGING - DIY OR HIRE A PROFESSIONAL

When it comes to selling your house, there are various things you need to get done. You need a game plan in place to ensure you're doing everything right. Whether it is pricing your property correctly, advertising it in the right places, or showing your house to potential buyers, you need to handle it all well.

Before you do put your house up for sale, you have to make sure that your house appeals to as many of the people as possible who will come to have a look at it. In other words, you will have to Stage your house.

Here is some information on Staging your house, why it's important and whether the job is best left to professionals or not.

WHAT IS HOME STAGING?

Out of all the people that will come to take a look at your house, only around 10% will be able to visualize your home's true potential. The remaining 90% will only see clutter, dirt, vacant spaces or places that need repair work. Also, a majority of buyers form a strong opinion about a home within the first few seconds of arriving. As such, your home must make a good first impression if it has to sell.

Staging helps a house look visually appealing. Things are arranged in such a way so as to allow potential buyers to mentally arrange their furniture in the house and imagine how living in the house will be like. This helps buyers make decisions quickly.

Home staging is all about transforming your home into a product on the market that will appeal to everyone. Sure, your house may be well-furnished and beautiful but that is how you see it. A buyer may not be interested in the expensive china displayed on the mantle. You will need to put away the things that don't add value to the property. Your favorite weathered armchair may have to be replaced as well.

DOING IT YOURSELF

A lot of people take the home staging process into their own hands. This isn't bad as with proper planning and effective thinking, one can transform a fairly good living space into a desirable property on the market.

If you choose to Stage your home by yourself, you will save a lot of money. You will also be able to do the work as per your schedule. While some home stagers may suggest renting furniture and other items to stage your home, you can also use your existing furniture and props creatively. If you buy something new, you can take it with you to your new home when you shift.

One needs to note that home staging is not just any DIY job. Staging doesn't involve only having freshly painted walls or de-cluttered and organized rooms. Your house may need a lot of repairs. Getting these repairs done before you list your house for sale is important.

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HIRING PROFESSIONAL HELP

In case you don't have sufficient know-how about making your home look good enough for a viewing, your property could end up being listed on the market for weeks without any buyers. After a few weeks, your Realtor may gradually begin reducing the price of your property. Over time this could cost you a lot of money.

A professional home stager knows what buyers look for in a home. As such, he/she will be able to use his/her years of experience and knowledge for your benefit. A professional will also suggest landscaping or gardening to increase your property's curb appeal.

A home stager won't suggest major renovations but smart ideas that will have your home looking bigger, brighter and better.

"The Investment of Staging IN your home is far less than a price reduction ON your home"

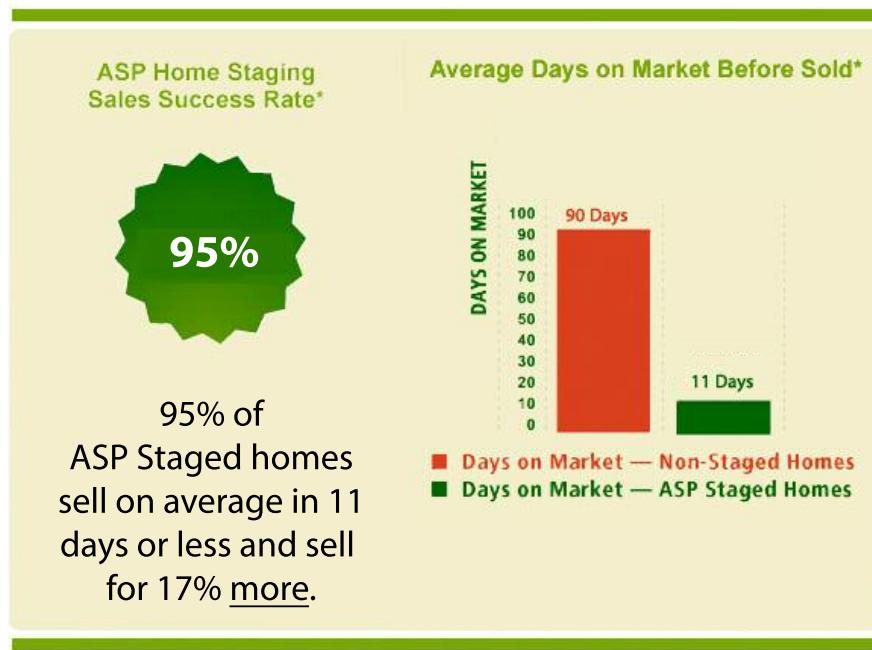
– Barb Schwarz, The Creator of Home Staging

CONCLUSION

Home Staging plays an important part in selling your home. Selling a house always involves a significant amount of money. Statistics show that homes that are Staged sell faster and/or for more money than non-Staged homes. By not Staging your house you can lose out on potential buyers and you may have to settle for a lot less than you could have received from the sale.

Whether you choose to hire a professional home stager or make noticeable changes to your house yourself, you will most certainly reap the benefits. Consider your requirements and act accordingly. If you cannot undertake most of the work, hire a professional.

If you do plan on hiring a professional, don't jump in the moment you hear the lowest offer. You might not get quality work at low prices. *Always visit the home stager's website and take a look at their previous work and testimonials.*





CREDENTIALS, CONTACT & SOCIAL MEDIA LINK INFORMATION

Maureen Poole, Lifetime ASPMaster®

- 2011 – Earned my ASP® (*Accredited Staged Professional*)
- 2012 – Earned my ASPMaster®
- 2012 - Lifetime Accredited Staging Professional Master®
- 2012 - IAHSP® Premier (*International Association of Home Staging Professionals®*)
- 2012 - ASP® SRS (*Senior Relocation Specialist*)
- 2012 - ASP® REO (*Real Estate Owned*)
- 2012 - President Elect - Boston IASHP® Regional Chapter (*BIRC*)
- Since 2012 - National and MA Chapter member of RESA (*Real Estate Staging Association*)
- 2013 - President- Boston IAHSP® Regional Chapter (*BIRC*)
- 2014 - Events and Activities Chair, Membership Committee (*BIRC*)
- 2014 - ASP® BTS (*Buyers Trend Specialist*)
- 2015 - Membership Chair (*BIRC*)

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Social Media Sites

www.astoundingsurroundingsstaging.com

www.stagedhomes.com/maureen

 www.facebook.com/astoundingsurroundings

 <http://www.houzz.com/pro/mfpoole/astounding-surroundings-staging>

 <http://www.pinterest.com/maureenpoole/>

 www.linkedin.com/pub/maureen-poole/32/54b/a/





Maureen Poole, Lifetime ASPMaster®

I am the President and Founder of **Astounding Surroundings Staging**.

Serving near Boston on the South Shore and South Coast regions of Massachusetts.

Our services include:

- ***“Stage to Sell”***
for Occupied and Vacant Properties, Model Homes, Condos, New Construction, Office Settings and Photo Shoots.

In addition to:

- ***“Move-In Staging & Re-Design”***
assisting with Room Layouts, Color and Product Consultations, as well as Design Décor Selection and Procurement.

Currently, I am the only registered Accredited Master Home Stager in Massachusetts with SHC. I have trained personally with Barb Schwarz (*creator and founder of Home Staging Industry®*) two times for the Accredited Master Program.

I had the privilege of serving as the **President of BIRC - 2013**. This is the Boston Regional Chapter for IAHSP® the (*International Association of Home Staging Professionals®*).

I participate in a range of various professional networking groups or affiliate positions expanding my reach from Boston to Cape Cod, such as:

- PASS (*Plymouth and South Shore Realtor Association*) – affiliate
- South Shore – Women’s Council of Realtors – affiliate
- South Shore Chamber of Commerce – Networking Member
- Boston – Coardial Connections – Networking Member
- Plymouth – B.I.G. - Believe Inspire Grow – Networking Member
- Boston Harbor Angels Group – for new startup Entrepreneurs and supporting them – Investment Group Member

In 2014, I began my own personal campaign for stronger business growth by working with outside business coaches and attending their intensive workshops/conferences

- Kate Beeders with *“Brilliance Breakthrough”* and *“Rapid Revenue Formula”*
- Darnyelle A. Jersey with *“Unleash your Incredible Factor”* and *“Magnetic Marketing Success Formula”*

Community Volunteer Positions:

- Second Congregational Church (*various committees*)
- Norwell Friendship Home – A respite community for adult mentally challenged patients which provides programs and shelter for these young adults in order to allow their care givers to “take a break” and have some down time.
- Atlantic Symphony Orchestra (*fundraising volunteer*)

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My background as a stay at home mother for 27 years allowed me to be the CEO of our home wearing many different hats, (*one can only imagine*). Through the various activities and experiences of our 3 children and the many different private schools they attended, my involvements ranged from Lead Parent of our Home/Schedule Organizer/Chief of Transportation/Care Taker/Budget Enforcer/Class Room Volunteer/Activity Coordinator to Auction Chair for several fundraising opportunities

With the foresight of planning the next chapter of my future, the due diligence always included Real Estate with an attachment of design.

Ta Da - Home Staging®!! My curiosity was peaked and my passion quickly became defined! In November of 2010 I became a trained ASP® (*Accredited Staging Professional®*).

Shortly after becoming an ASP®, I desired the thirst to further my education and understand better the Industry of Home Staging and earned my ASPM® (*Accredited Staging Professional Master®*) in April of 2011 after traveling to the West Coast to train personally with Barb Schwarz (*the creator and founder of Home Staging Industry®*).

As an ASP Master® Home Stager, I bring value to the clients helping them to create wealth by enhancing the asset that they already own.

My goal is to be a productive and **VALUABLE** member on the Real Estate Marketing Team through Home Staging® expertise and aiding in the strategy of selling a property.



Astounding Surroundings

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