

IMPACT! Interior Design Solutions

A staging company,
specializing in preparing
homes for a quick and
profitable sale!



Agenda

- **Introduction**
- **Realtor's challenges**
- **Staging works**
- **Before & After**
- **Realtor/Staging Teams Benefits**
- **How we work**
- **Invitation**
- **Other Services**
- **Closing**

Introduction

- **Mission Statement**

- Our mission is to build beautiful and functional spaces that you will want to relax in, dream in, and create in. Spaces anyone would love to live in!

- **Goals**

- To deliver a positive first impression, with great IMPACT!
- Add value to the real estate transaction
 - Enhance Realtor's marketing efforts
- Build collaborative realtor staging teams

Common Realtor's Challenges

- **Time challenges, Listing updates**
- **Marketing successfully**
- **Homeowners commitment**
 - Homes are not ready
 - Emotional attachment
- **Lack of architecture or details**
 - Down play negatives

Staging® Works

- **IMPACT! Interior Design Solutions provides “value” added staging® services.**
 - Create spaces that have instant IMPACT!
 - Turn the “Home” into a “House” which is a product
 - Identify and highlight details that sell!
 - Makes the homeowner a partner in the marketing process
 - Staging® will help you obtain the best possible offer, in shortest amount of time.

Before and After



Before



After

Before and After



Before



After



Before



After

Before and After



Before



After

Before and After



Before



After

Realtor / Stager Team Benefits

- Staged homes **sell faster!**
- Staged homes **look better** than competing homes!
- Strategic **marketing advantage!**
- Buyers perceive staged houses as “**well taken care of.**”
- Homeowners have something “**invested**”
- Support **positive** client relationships

How we work

- **Orientation to services**

- Realtor or Stager introduces the opportunity for additional level of service
- Prior to hitting MLS
- Goals, Benefits, Expectations
- Bid is provided

How we work cont.

- **Consultation**

- Detailed project plan
 - Prioritize projects
 - Floor plans
 - Identify specific maintenance and aesthetic repairs
- Provide project certification and staging certificate
- Post property on www.Stagedhomes.com web site with your contact information
- Fee is reasonable
- After staging is complete, MLS should be activated

How we work cont.

- **Staging Project Management**
 - Work with in clients budget requirements
 - Coordination of all staging activities
 - Implementation of the design plan
 - Shopping services
 - Actual Staging should take 1 day, for most houses.
 - Plus the benefits of the consultation
 - Opportunity to coordinate activities of sub contractors

How we work cont.

- **Staging Project Management Fee**
 - **Customized for each client, depending on scope and condition**
 - **Discount applied from consultation fee**
- **Cost of Staging is less than the first price reduction!**

Invitation

- **We want to help you with your listings!**
- **An invitation to provide this service to your clients**
 - New listings
 - Proactive strategy
 - Listings that are not selling
 - Can provide notification to realtor's who have previously seen home to take a new look
- **Your success is our success!**

Other Services

- **Move in decorating**
- **One day re-design**
- **Organization and de-cluttering**
- **Seasonal decorating**
- **Curb appeal / Landscaping consultation**
- **Down sizing assistance**
- **Shopping services for projects**
- **Virtual tours coming soon!**

Questions?

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