

Staging creates a home's best first impression

Submitted to the Tribune

Our homes represent us. They reflect our lifestyle, interests, tastes and personality. But, the moment we put our home on the market, we need to commit to transforming it into a place potential buyers can envision as their own. In other words, when selling our property, we must move out twice-emotionally, then physically.

That's a difficult reality. But, if embraced, can sell our home faster, and for more money.

According to Barbara Schwartz, the creator of the home staging concept, "the way that you live in your home and the way that you sell your house are two different things." To help us achieve this differential, we refer to home staging.

Home staging is the process of creating a home's best first impression. Schwartz refers to it as "the merchandising of a house to capture the hearts and offers of potential buyers so that a house gets sold quickly, for the best price



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and with the least stress." Home staging follows a simple method. Stagers rearrange furniture, de-clutter tabletops, attend to repairs and re-modeling, neutralize décor, enhance a home's best features, relocate belongings (sometimes

to storage) and give a feeling of perceived space, easy maintenance and move-straight-in appeal. They make a home appear larger, brighter and more inviting. Stagers work with current furniture and fixtures. They can bring in furniture,

lighting and accessories if needed. De-cluttering a home is the foundation of successful home staging. Having a neutral, objective party, such as a home stager, makes the transition easier. Don't take this process personally;

stagers are working to help you. The cost of home staging depends on the size of a home and the extent of the staging required. But before dismissing the additional cost, remember that this investment may

mean thousands more at the close and fewer days on the market.

There are many benefits to home staging:

- Faster sales time
- Higher sales price
- Broader appeal
- Better appraisal values
- Stellar photos for on-line listings

According to the National Association of Realtors 2015 Profile of Home Staging Report:

- "96% of Buyer's Agents say that HOME STAGING has an effect on the buyer's view of the home."
- "Over 81% of buyers find it 'easier to visualize the property as their future home' when it's STAGED."
- "Almost a third (28%) of buyers are more willing to 'overlook property faults' when the home is STAGED."

Talie Jane is the owner and principal designer of Talie Jane Interiors. Take advantage of the benefits of home staging. Call Talie Jane Interiors to stage your home 1.855.TALIEJANE (1.855.825.4352) or visit our website TalieJaneInteriors.com for more information.



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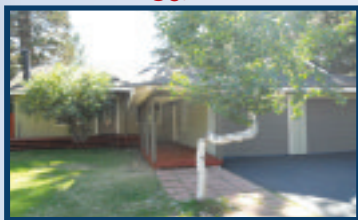
Listen to the Sounds of Cold Creek
Gorgeous Setting Backing Forest
3 story 3,384 SF 4 Bd/3.5 Ba
\$839,000



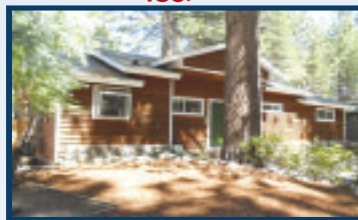
Lots of Room For Everyone.
Tahoe themed Chalet 3 Bd, 2 Ba,
2000 sq ft. Family Rm, Den.
\$435,000



Room for all on 1/2 Acre.
4 Bd, 2 Ba 2072 sq ft. Furnished &
Successful Vacation Rental
\$439,000



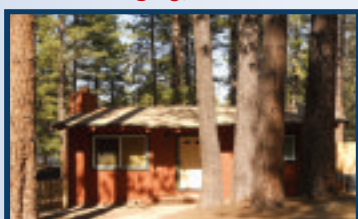
Beautifully Remodeled
New kitchen, baths, paint, roof, 3 BD, 2
BA, 2 car garage. Fenced yard.
\$369,000



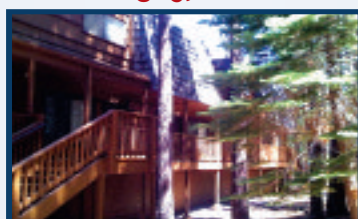
Located in Tahoe Island
3 Bd, 2 Ba, 1566 sqft easy flowing floor
plan w/ lrg deck, hot tub & cabana
\$369,000



Lovingly maintained.
2 Bd 1.5 Ba w/lrg fam rm located near
Meyers Magnet School. Lrg rear deck
\$319,000



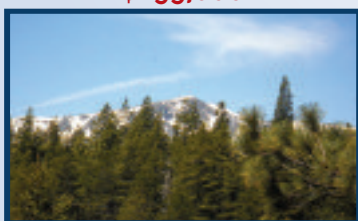
Updated Cabin On 1/4 acre.
3 Bd, 1 Ba, w/ almost everything
new! Close to lake, beaches & forest
\$299,000



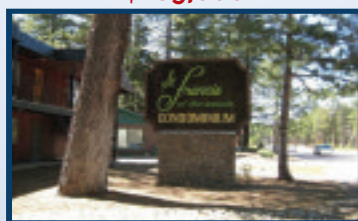
Upgraded Condo In the Heart of Town
Minutes to heavenly Ski Resort,
2 Bd, 1.5 Ba.
\$189,000



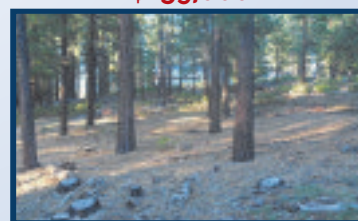
In-Town Condo Near Lake
Ground floor unit, 2 Bd, 1 Ba,
841 SF Beautifully maintained
\$159,000



Seller Financing Available!
Design your Home to Capture
Meadow & Mt Tallac Views.
\$157,500



Affordable Condo
1 Bd, 1 Ba & Great Amenities. Walk
to Forest, Beach & Trails.
\$115,900



Montgomery Estates Neighborhood
Building is making a come back & its
a wonderful sight to see. 9,601 sf ft.
\$69,000