

SIMPLY STATED STAGING & DESIGNS

Vacant Staging Investment Guide



[www.simply-stated-staging-
designs.com](http://www.simply-stated-staging-designs.com)



Hello there!

The average staging investment of 1.3% resulted in a 7.1% OVER-LIST return on investment in over 4,800 staged properties*

Getting the best price for your most valuable asset in this real estate market is our mission.

Buyers have an expectation when they walk through your home and they are willing to "pay a premium" for a home that fits that expectation.

Over 73% of professionally staged homes currently are selling over list price averaging \$40K more for sellers.*

Staging works but it's the designer talent and quality of furnishings that makes the magic happen and that's where we come in.

Joelle

Simply Stated Staging & Designs



**According to 2022 Real Estate Staging Association Statistics*

How It Works

01

BOOK A HOME ASSESSMENT

The home assessment is where we meet, measure and plan your home's design story and prepare your custom proposal.

02

REVIEW & SIGN PROPOSAL

Review, pay and sign your custom proposal to get the project started and secure your staging date.

03

DESIGN PLANNING BEGINS

I pull or purchase the perfect items to tell your home's design story. Planning each room's layout for install day down to every detail.

04

INSTALL DAY

The home is "staged ready" and the movers and designer gets to work on the spaces we agreed upon.

05

DE-STAGE DAY

Your home is sold, so we return after all contingencies have been removed to remove our furnishings.



COMMUNICATION

CONTACT DETAILS

303-859-7425

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OFFICE HOURS

M - F 9:00am - 5:00pm MST

WEBSITE

www.simply-stated-staging-
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The DELUXE

Your home is at the very high-end of the Denver Metro Real Estate Market and buyers in your price point have an elevated expectation and are willing to pay for it. Custom art, large-scale, on-trend furnishings and plush textiles will tell the story for the most discerning of home buyers in the Denver Metro Area.

AREAS TO BE TRANSFORMED:

- Living Room
- Formal Dining Room
- Kitchen
- Master Bedroom
- Master Bathroom
- Main Bathroom
- Entry
- Office
- Nook (extra dining in kitchen)

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

ESTIMATED TOTAL INVESTMENT* = \$5,500
ESTIMATED MONTHLY RENEWAL FEE = \$3,000

A Non-Refundable Home Assessment Deposit of \$200 Starts Your Project and Goes Toward Your Home Package Service if Proposal is Accepted

Additional Services



Add A Room/ Living Space

Ideally your home is completely staged for maximum effect but my pricing allows for flexibility.

\$800

Add Outdoor Space

Outdoor furnishings are subject to much more wear and tear, so a 30% upcharge is applied.

\$1040

Renovate for Resale Design Plan

If you are considering making cosmetic updates first to maximize resale value, I can help.

\$600



The LUX

Your home is towards the top of the Denver Metro Real Estate Market and buyers in your price point have an expectation they are willing to pay a premium for. Curated art, large-scale, on-trend furnishings and plush textiles will tell the story for the more discerning home buyers in the Denver Metro Area.

AREAS TO BE TRANSFORMED:

- Living Room
- Formal Dining Room
- Kitchen
- Master Bedroom
- Master Bathroom
- Main Bathroom
- Entry
- Office
- Nook (extra dining in kitchen)

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

ESTIMATED TOTAL INVESTMENT* = \$4,500
ESTIMATED MONTHLY RENEWAL FEE = \$2,400

A Non-Refundable Home Assessment Deposit of \$200 Starts Your Project and Goes Toward Your Home Package Service if Proposal is Accepted

Additional Services



Add A Room/ Living Space

Ideally your home is completely staged for maximum effect but my pricing allows for flexibility.

\$700

Add Outdoor Space

Outdoor furnishings are subject to much more wear and tear, so a 30% upcharge is applied.

\$900

Renovate for Resale Design Plan

If you are considering making cosmetic updates first to maximize resale value, I can help.

\$600



The LIFESTYLE

Your home needs to stand out in the Denver Metro Real Estate Market and buyers in your price point have many choices. Classic, mid-scale, on-trend furnishings, modern accessories and plush textiles will tell the story for home buyers in the Denver Metro Area to remember your home.

AREAS TO BE TRANSFORMED:

- Living Room
- Formal Dining Room
- Kitchen
- Master Bedroom
- Master Bathroom
- Main Bathroom
- Entry
- Office or Nook (your choice)

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

ESTIMATED TOTAL INVESTMENT* = \$3,500
ESTIMATED MONTHLY RENEWAL FEE = \$2,000

A Non-Refundable Home Assessment Deposit of \$200 Starts Your Project and Goes Toward Your Home Package Service if Proposal is Accepted

Additional Services



Add A Room/ Living Space

Ideally your home is completely staged for maximum effect but my pricing allows for flexibility.

\$600

Add Outdoor Space

Outdoor furnishings are subject to much more wear and tear, so a 30% upcharge is applied.

\$780

Renovate for Resale Design Plan

If you are considering making cosmetic updates first to maximize resale value, I can help.

\$600



The BUNGALOW

Your home needs to stand out in the Denver Metro Real Estate Market and buyers in your price point have many choices. Classic, on-trend furnishings, modern accessories and plush textiles will tell the story for home buyers in the Denver Metro Area to remember your home.

AREAS TO BE TRANSFORMED:

- Living Room
- Dining Room
- Kitchen
- Master Bedroom
- Master Bathroom
- Main Bathroom
- Entry

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

ESTIMATED TOTAL INVESTMENT* = \$2,500
ESTIMATED MONTHLY RENEWAL FEE = \$1,600

A Non-Refundable Home Assessment Deposit of \$200 Starts Your Project and Goes Toward Your Home Package Service if Proposal is Accepted

Additional Services



Add A Room/ Living Space

Ideally your home is completely staged for maximum effect but my pricing allows for flexibility.

\$500

Add Outdoor Space

Outdoor furnishings are subject to much more wear and tear, so a 30% upcharge is applied.

\$650

Renovate for Resale Design Plan

If you are considering making cosmetic updates first to maximize resale value, I can help.

\$600

The Difference

1 Luxury Level Design

Your buyer has an expectation of high-level, luxury furnishings, so I shop and install furnishings your discerning buyer will aspire to and love.

2 Highest Reputation

My distinguished design style sets us apart from our competitors. I invest in trade only furnishings and pay close attention to all the details.

3 Luxury Design is Not Inexpensive

Luxury, on-trend pieces are not found at discount stores but in trade-only show rooms and that's where I shop. I will never be the "cheapest stager" but capturing the right look for the most discerning of home buyers is critical to maximizing your ROI...that's my brand.





4

Dedicated Service

Throughout each phase of your staging process I am here for you. My customer service and reputation is the best in the business.

5

Client Experience

Full transparency and no surprises come with our packaged services. From the first phone call to de-stage your experience will be golden.

6

On-Trend and Hip Style

I sprinkle "what's hot" right now in design trends, so that buyers feel the modern style and are attracted the vibe and lifestyle the space imbues.

7

Insured and Certified

Staging is an artform I am constantly staying on top of and learning about. I am insured and certified, so you have the peace of mind in knowing you're in good hands.





While I love the way staging makes a look, there's a science to why and what I design.

STAGED HOMES...

- ✓ sell for 6-25% more than un-staged homes
- ✓ greatly decrease the time on the market
- ✓ allows buyers to visualize the property as their future home

FAQ'S

Why do I need to have my home staged?

Even if your house sells quickly in a good market, it doesn't mean it sold for the amount it would have sold for had it been professionally staged. Remember, HSR Certified professionally staged homes sell on a conservative average for 10%+ more in a good market.

Can't buyers use their imagination and look past my decor or empty rooms?

Only a mere 10% of home buyers can actually visualize the potential of a home. This is why vacant home staging is so critical! Buyers cannot visualize size and scale so furniture helps to give them a frame of reference.

Why can't I stage my own home?

Home sellers are usually incapable of successfully staging their own home. Why? Because our homes are like our children, we don't always see all of its flaws. We've gotten used to the way it looks and in fact it is difficult emotionally to change it. If you can't view something objectively then you are unable to market and package it effectively. Not to mention most home sellers don't "stage" homes everyday for a living. That's what HSR Certified professionals are for and that is where the greatest returns come in.

Let's Get Started!

Have Questions?

Contact:

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