



# Market Ready Home Staging

*We make homes look great & ready to shine for potential buyers*



## About Me

After studying Interior Design at Virginia Tech, I began my career as a graphic designer. I eventually transitioned into the mortgage industry, where for more than 13 years, I helped hundreds of families finance the home of their dreams. I'm now ready to get these homes "Model Home" Ready to sell!

"I strongly believe that you shouldn't have to "mortgage" your home to get it sold!"

-Jacy Everling, Everling Interiors, LLC

[Learn more about the designer -  
www.everlinginteriors.com](http://www.everlinginteriors.com)



“The tweaks they made with paint and room redesign made a huge difference on how the living space felt. My client was really impressed and the changes set the tone for preparing the house for sale. The property went under contract in 2 days with a full price offer! ”

Tina Collazo,  
*PSR Agent*

Before



After



# Home Staging Statistics



## The Impact on Buyers

Home staging works because it considers the wants and needs of buyers and taps into their emotions when searching for a home. Realtors who work with buyers say most buyers are willing to offer more money for a staged home compared to one that is similar but not staged.

- 81% of buyers say home staging makes it easier to visualize the property as their future home.
- 45% of buyers say it will positively impact the value of the home if it is decorated to the buyer's tastes.
- Among REALTORS® who typically represent the buyer, 49% report most buyers are affected by home staging.

## Staged Homes Sell Faster

- To sell your home faster, it must stand out from the competition and create a strong first impression. A survey by Coldwell Banker Real Estate Corp. found that staged homes spend half the time on the market than non-staged homes.
- The National Association of Realtors (NAR) survey found that the longer homes stay on the market, the further their price drops.
- Once staged, homes spend an average of 73% less time on the market.

## Home Staging Increases the Perceived Value

- Home staging is all about showing your home in its best possible light. Buyers are willing to spend 1% to 5% more of the dollar value on a staged home than a non-staged home.
- A survey by Coldwell Banker Real Estate Corp. found that staged homes sell for more than 6% above the asking price.

We work  
with local  
agents to  
get their  
listings on the  
market sooner  
and sold faster

- New Benjamin Moore paint & Shaw flooring
- Re-arrange your furniture to help potential buyers visualize the space as their own
- Help separate personal items in labeled bins to be better organized for move into new home
- De-clutter the home so it looks great and is ready to shine for potential buyers
- No payment required up-front, pay us on CD from sale proceeds at settlement
- Add accent furniture pieces and home accessories
- Provide discounted interior decorating services for the new home if we stage the house successfully to get it sold quickly

*Alleviate real estate agent of responsibility  
to get house Market Ready!*



Benjamin Moore  
*Revere Pewter*



Shaw Flooring  
*Bleached Straw*

# We offer 3 affordable home staging packages\*

- **Silver - \$5,000** - Benjamin Moore Paint (Revere Pewter) & New Installed Shaw Carpet (Bleached Straw).
- **Gold - \$7,000** - Benjamin Moore Paint (Revere Pewter) & New Installed Shaw Carpet (Bleached Straw). Staging in kitchen and up to 3 baths (includes towels & accessories). New brushed nickel faucets in up to 3 baths. New brushed nickel vanity lights in up to 3 baths. New aged rubbed bronze chandelier in dining room or kitchen. Bathroom cabinets painted in up to 3 baths (two coats of ADVANCE in Cloud Cover OC-25 satin finish)
- **Platinum - \$10,000** - Benjamin Moore Paint (Revere Pewter) & New Installed Shaw Carpet (Bleached Straw). Staging in kitchen and up to 3 baths (towels, soap, dishes, accessories). New faucets in up to 3 baths. New vanity lights in up to 3 baths. New aged rubbed bronze chandelier in dining room or kitchen. Bathroom cabinets painted in up to 3 baths (two coats of ADVANCE in Cloud Cover OC-25 satin finish). Kitchen cabinets painted (two coats of ADVANCE in Cloud Cover OC-25 satin finish). Re-arrange furniture, de-clutter, provide labeled bins to help organize move, add accent furniture pieces/home accessories.

\*all packages based on 1,000 square feet. Total payment to be collected at settlement.

*Let us know how we can help you! 703-477-5388 [jeverling74@gmail.com](mailto:jeverling74@gmail.com)*

We welcome your  
feedback, let us know how  
can we help you better!

*We're only happy if  
you're happy!*

