



## room for change

STAGE YOUR HOME without breaking the bank. Appeal to the broadest buying audience and hook the ready, willing and able buyer as soon as they walk through the door! This process works regardless of size, condition, or location of a home.

Most buyers will develop an opinion about your house within the first 60 seconds! That doesn't give you a lot of time to get your home's message across. As soon as the potential buyers drive up to your home they are already forming their impression.

# HOME STAGING

Sell your home faster with a great first impression!

**My philosophy is simple:** I use what you have by re-merchandising, editing and looking at your home with fresh and objective eyes. I will accentuate your home's positive features. You'll be amazed at the results! Staged homes sell faster and for more money than competing non-staged homes. Buyers view these properties as ready to sell and they mentally move in. I'll utilize your furniture, accessories and re-merchandise your home to it's best advantage, spending no money in the process!

**How staging can help:** personal items, clutter and decor issues are addressed in a staged home. We want to be sure that the potential buyer envisions their furniture in

your space. Have you ever walked into a room and felt that something was not right? Perhaps it was too crowded. Moving and editing your furniture is key when you are staging. Staging is a great opportunity to begin the packing process. Look at everything you have - do you want to take it with you to your new home? If not, donate it to a charity or have a yard sale.

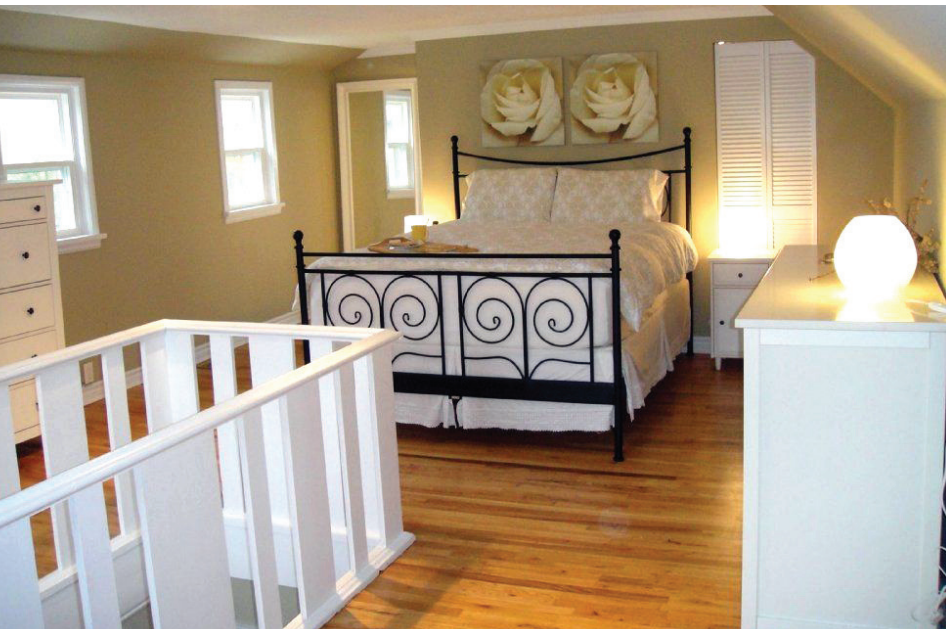
**How long does a session last?** The average staging session usually lasts approximately 2 to 3 hours and when I leave, the home is staged top to bottom and ready to be photographed and placed on the market.

**Before**



**After**





## Here's what our clients are saying...

Sue staged our home in preparation of putting our house on the market. She was Mary Poppins of the staging world! Our home was transformed into what could have been mistaken for a model home. She was very professional and there wasn't anything to buy or complete - just simply pack up the pile that was left. Every last detail was perfect including the chargers on the dining room table with spaghetti chop sticks!

S. Godden

My husband and I were selling our condo during a time when selling condos was at its peak in our area, so we decided to hire a stager to get that edge on our competition. After meeting Sue from Room for Change, we decided that we liked her budget-oriented, friendly yet no-nonsense approach to staging our condo. She helped us understand that staging was all about the WOW factor, and by using the items that we currently had in our home we incurred no additional expense. We received many comments from the potential buyers that viewed our condo, that ours was definitely the one to beat for presentation and we are happy to say that it sold in 3 showings thanks to Sue and her expert advice.

Julie MacDonald

Thank you for staging my home - I had several compliments on different things especially the kitchen area - It paid off - my home sold in two days!

Fran Baker

As owner and principal decorator/stager with Room for Change, Sue has over 10 years of experience serving the Durham Area. Sue's friendly, professional, hands on advice is sure to help you with all your staging needs. Sue and her team of professionals pride themselves on providing outstanding service to their clients.

She is a proud winner of the Diamond 1<sup>st</sup> place Readers Choice for Best Interior Decorator from Metroland News in 2010. She is a regular contributor providing decorating and staging advice for various Durham magazines and publications. She is also seen on Rogers TV Daytime sharing decorating and staging tips for viewers. She facilitates "Staging Your Home" full day workshops at Durham College, hosts Staging 911 seminars and is excited to share her passion and talents with her clients.



Sue Pitchforth



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