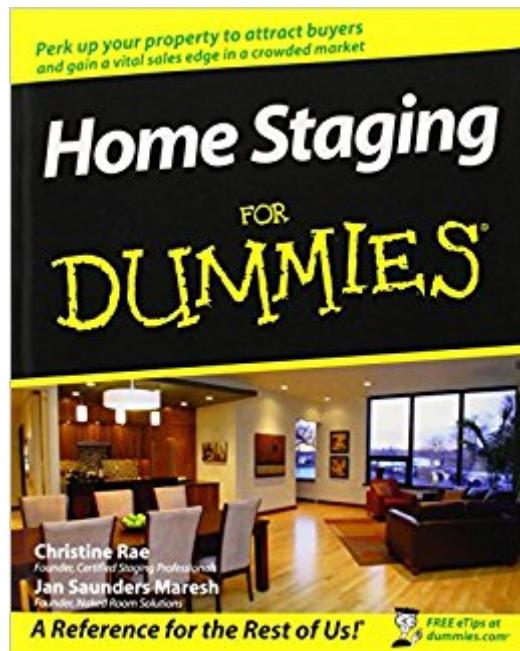


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# Home Staging For Dummies



## Synopsis

Want to have homebuyers knocking down your door? *Home Staging For Dummies* delivers all the secrets to making your home stand out, sell faster, and bring in more money! It shows you how to make improvements room by room and generate a higher profit in the most cost- and time-effective way. Featuring eight full-color pages of instructive before-and-after photos, this completely practical guide demonstrates how and why to eliminate clutter, make repairs, arrange furnishings, and pave the way for buyers to make an emotional connection to your house. You'll get a handle on what buyers want and how to show it to them, find plenty of do-it-yourself tasks that add real value to your home, and get tips on producing photos of your home that will have buyers craving to see more! Discover how to: See your home as prospective buyers will see it Know what needs doing and what doesn't Master the three-step home staging process Add real value to your home without breaking the bank Decide whether to DIY or call in the pros Create curb appeal Make a great first impression with a beautiful entryway Spruce up your kitchen, bathroom, living, and dining rooms Turn your bedrooms into a buyer's dream Whip your mechanicals into top shape Avoid staging nightmares Get top dollar for your home • all you need is a little help from *Home Staging For Dummies*!

## Book Information

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## Customer Reviews

8 full-color pages of before-and-after photos Make your home stand out, sell faster, and bring in more money! Want to have homebuyers knocking down your door? This no-nonsense, practical

guide shows you how to make improvements room by room and generate a higher profit in the most cost- and time-effective way. You'll see how to and why to eliminate clutter, make repairs, arrange furnishings, pave the way for buyers to make an emotional connection to your house, and much more to get top dollar! Discover how to: Make the improvements that buyers want Clear out the clutter Show off your home's best features Woo buyers with curb appeal Depersonalize and neutralize each room Get rooms photo ready

Christine Rae is an internationally recognized trainer in the home staging industry. She has been providing ground-breaking staging programs since 2001, after a 32-year career in executive business management. In August of 2005, she developed and launched her innovative certification program throughout North America (Canadian Certified Staging Professionals and Certified Staging Professionals). Through that program, she has personally instructed over 2,600 entrepreneurs on how to start and grow a successful home staging business. Christine has received many industry awards; among the most recent is the 2007 Real Estate Staging Association Staging Innovator of the Year. Christine has coauthored the Home Staging Business Guide e-book and countless articles in industry trade publications, like Canada's Real Estate Magazine. She is editor and contributing writer for the staging industry trade magazine Staging Standard. She has acted as subject matter expert for CE Network, an online staging program for real estate agents, and an assortment of other real estate one-day programs. She is a platform speaker with thousands of hours dedicated to the staging industry. For information about her staging background go to [www.christinerae.com](http://www.christinerae.com). Jan Saunders Maresh is a nationally known journalist and television personality specializing in sewing and home decor. Home sellers and real estate agents bank on her training as a Certified Staging Professional, Certified One-Day Decorator, and a Certified Dewey Color Instructor and her more than 25 years of design experience. Jan is also the bestselling author of 15 books, including *Sewing For Dummies*, Second Edition (Wiley, 2004). In 2005, Saunders Maresh founded Naked Room Solutions, a home staging and interior redesign company. She speaks for Realtors and teaches home decorating, staging, and color classes at national industry events, paint and fabric stores, and home furnishing and design centers.

R help This book covers everything from room to room and more. Before and after pictures showed how staging really works. Numerous websites were given to

I am a real estate agent, and this book was amazing! It not only gives facts and statistics to back up

staging techniques, but it has tons of before and after illustrations too! I have since purchased this book for several family/friends who are planning to sell in the next few years, and I wrote a blog based on the staging tips and techniques I learned from this book.

Great Book. Awesome ideas.

Great buy, loved it.

Worked great sold house in 7 days. Saw faults in sellers as we looked for a new home.

It seems like I highlighted half the book, and I have pages of notes. This is a clear, easy to read guide with lots of great tips and examples.

Great book full of real practical info and easy to read. Great intro to the subject.

This is a good book for beginners who are looking for tips on how to "stage" or prep their home for viewing. This is meant to give you ideas & for you to run with it. I loved it! It helped give me the jump start I needed.

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