

How Home Staging Can Improve Your Appraisal

By: Kathi Presutti

Most sellers are familiar with the idea of home staging. They know that in today's buyer's market, staging their house by neutralizing the décor and de-cluttering the spaces will help them to sell it more quickly.

But most remain unaware that they can actually **positively impact the appraisal value** of their property through proper staging!

Here's what Adam Cowan of Community Appraisal, Inc. had to say when interviewed on this subject:

Q. *What do **you** mean by staging?*

A. When I think of staging, I think of a number of things, to include: fresh interior paint, cleaned carpets. The home free of household debris and odor, the exterior of the home is intact, and it has updated yard care.

Q. *How does the visual condition of a house affect your appraisals?*

A. The visual condition of the house does have some impact on the final market value. In the sense that, if a home looks well cared for, then it tends to suggest that the homeowners do not have any deferred maintenance issues. In comparison, a home that is cluttered with household debris may suggest that if the homeowner does not care about clutter, then they probably do not give as much attention to the upkeep of the home.

Q. *Would you say that a staged house would **appraise higher** than if it were not staged?*

A. In short, I would say that a professionally staged house would have a higher rank in the condition category than one that has not been staged.

Overall, an appraisal takes into consideration 150-200 different aspects about any given home during the inspection process. If we are talking in a hypothetical sense about an appraisal on the same home, before and after the staging has occurred, then I would say yes, **a professionally staged home would appraise higher.**

Q. *Have you appraised any "staged" homes, to your knowledge?*

A. Not to my knowledge. I have encountered homes that are in such good shape that they could be listed in a home décor magazine. When

this situation occurs, it is something I notice even before I get in the front door. The old adage applies, the first impression is everything.

Q. *Would you recommend **staging a home before the appraisal?***

A. Some homeowners take a great deal of pride in their home and care about the appearance as well as the maintenance. Staging may not be necessary for this type of homeowner. However, **I would recommend staging for the majority of homes on the market to sell or refinance.**

Well, there you have it! Stage your home BEFORE it goes on the market, so that you get the benefit in your appraisal, as well as when the very first buyers walk through that door. Staging works! To find out just how well it can work for you, check out the website, below, and then call 810-333-5240 to make an appointment!

www.ReStylStaging.com



See what a valuable difference staging can make?



See more before & after examples of home staging at www.restylestaging.com/renew.htm.