

Staging—First Impressions Count

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“We want the buyer to be able to picture themselves in the home,” says Hynes. She and Brunk keep a small inventory of linens and accessories and rent furniture through a large supplier in San Francisco. “They constantly turnover their inventory and keep up with the styles and trends. It’s a fabulous resource,” says Brunk.

Less is more for stagers who universally find that clutter is distracting and personal items don’t sell a home. But in today’s market, sellers are often still living in the staged home, so the stager is faced with striking a workable compromise. “There is a delicate balance to be achieved, because selling and moving is often emotional for the homeowner,” says Layng, “Good stagers are sensitive to the homeowner’s needs and have away of making him or her feel good about the staging process.”

With the widespread use of online real estate marketing, stagers are now also faced with staging for both the live and virtual tour. “People are buying houses using the internet, so you want to be sure that the house looks great in photographs, too,” says Isely. And, the details count when it comes to staging. A newly painted mailbox, clean windows, a new doormat – all give the impression that a house is well maintained. “All those little things do matter,” says Isely, “It’s all about making a great first impression.”



Furniture and accessories housed at Barbara Winters' warehouse in Lafayette.

Photos Doug Kohen



Staged rooms are clutter-free and incorporate attractive accents.

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