

## The Art of Home Staging



*A Staged Home by Kitty Schwartz*

When you have a home to sell today, before you put it on the market you must make it as appealing as possible. Home staging is the art of preparing a home for the market. Homes that are professionally staged sell much faster. Classic Home Staging, a company based in Goldens Bridge, N.Y., has advised GDC home buyers with houses to sell.

“Staged homes sell 32% faster and at a higher average price than un-staged homes,” said Kitty Schwartz, who founded Classic Home Staging in 2005. “First impressions are so important. Buyers make a decision about your house in the first 90 seconds and only spend six minutes on average looking at your home.” Schwartz also reviews clients’ existing furniture to see how to incorporate it into their new home.

According to Schwartz’s website, “When you decide to sell your home, it in essence becomes a product, just like any other product that is marketed to the average consumer. Similar to merchandise on the shelf at your local store, there are features and benefits as well as direct competition for your dollar.” So visit Kitty’s web site, [www.classichomestaging.com](http://www.classichomestaging.com) for more information on her valuable resources. Or ask your GDC Sales Associate if you can take part in her program.