



Chambers Interiors and Associates, Inc. Chambers Collection Antique Reproductions

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Proven home staging strategies from award-winning interior designer, Margaret Chambers, ASID

With so many houses on the market, some sitting for one or two years, home owners and real estate agents have been searching for a way to move their homes. Staging is the answer.

"This is something speculation home builders have known for some time," Margaret Chambers said. "A well-staged home will sell two to three times faster and at a higher profit than an empty or unattractively unfurnished home. Investing in staging your home will always cost less than taking a price reduction."

Here are some important questions to ask yourself when you are selling your home:

1. Have you had potential buyers through, but no offers?
2. Do other comparable homes in your neighborhood sell instead of yours?
3. Are you getting little traffic from your MLS advertising photos?
4. Is your property vacant?
5. Have you been thinking about lowering your asking price?

If you answer "yes" to any of these questions, consider staging or at least a consultation with a home stager. Remember, home staging is not a licensed profession, so you need to do your homework. Ask to see a portfolio of jobs completed and references from clients.

Staging a home can be as simple as creating a great first impression by cleaning the front door or painting it. Display fresh pots of flowers and maintain a well manicured lawn.

De-clutter rooms and closets. Potential buyers don't want to see dirty or packed closets and shelves. Rearrange accessories and furniture to enhance the rooms and make them seem larger. Remove dated wallpaper and paint the room.

"As a professional interior designer, I have worked with builders, condo developers and home owners to stage their empty spaces/homes," Margaret said. "I have seen first-hand the results when a prospective buyer can walk through a beautifully decorated home. They get excited and can see themselves living in that home. I stage homes in the \$2 to \$8 million range because of my inventory, selection of antiques and fine furniture reproductions, original oil

paintings and designer fabrics. We stage all styles of homes from traditional to modern, depending on the architectural style.”

A professional stager should have a list of qualified craftsmen and contractors to do as little as a deep cleaning or installing new carpet, painting or a cosmetic remodeling of a bathroom or kitchen, if necessary.

Four reasons why you don't want to leave rooms empty when selling your home.

1. When a room is empty, potential buyers focus on flaws of the house instead of falling in love with the overall space.
2. People don't buy houses, they buy homes.
3. Most people can't visualize how furniture will lay out in a room. If they are uncertain, they won't buy.
4. When rooms are empty, prospective buyers start asking themselves questions. “Are they selling because they have money problems?” “Is this a divorce?” “Maybe we can put in a low-ball bid and get this house.”

Home staging is all about packaging a home to enhance it and show off its best features and downplay the flaws. It is also about romancing the buyer and putting them in the mood to get excited about buying.

Margaret Chambers, ASID owns Chambers Interiors, an interior design firm in Dallas. Visit her website at ChambersInteriors.com or email her at chambersinterior@aol.com

All of these rooms pictured herein were designed by Margaret Chambers, ASID
Scroll down:



This guest bedroom was staged for the Mansion Plaza II condos. It is warm and inviting to all who walk through.



The desktop in this room is filled with interesting details: Personal photos, stationery and fresh flowers.



Large rooms with vaulted ceilings are a challenge for the most skilled interior designer. People are attracted to intimate seating arrangements. It's a big room and yet, it's intimate.



Notice the quality of the antique furnishings and original artwork. Quality helps sell homes.



Even the small little corners of this Country French Home staged for Joe Cain Homes is charmingly furnished.



Modern doesn't have to be cold and sterile. In this room, earthy colors mixed with primitive accessories and art create an inviting room.



What woman or man wouldn't enjoy this spacious, comfortable study with sparkling light streaming through the windows.

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