LISTING PACKET | SUMMER 2026

blessed.

real estate | redefined

MEET OUR TEAM PG. 2

inside:
YOUR SELLER GUIDE

SPECIAL INSERT

HOW TO SELL YOUR HOME FOR MORE MONEY: A CHECKLIST

Blessed Life GROUP

"We are not just selling homes, we are helping people live their best lives"

-Laura Ivy Blessing

MEET OUR TEAM

Dedicated Experts in Each Role

Laura Ivy Blessing
CEO, Lead Listing Agent

"I used to work as an individual agent. And honestly, with 180 steps to listing and selling every home, I would not trust an individual agent to handle my home if they had more than one client a time. The team concept is superior in so many ways. Our team members are hired according to their talent for their team role, which gives you the highest level of service for each stage of the real estate transaction."

- Broker-Associate with 20 years experience in real estate transactions and sales
- Texas Monthly 5 Star Agent 2011-2024.
- Certified Luxury Home Marketing Specialist, Million Dollar Guild
- Platinum Top 50 Agents in Austin Semi-Finalist 2015 - 2017, 2024
- Platinum Top 500 Agents 2019 - 2025
- Austin Business Journal RE Awards Semi-Finalist
- Life & Business Coach, Mentor, Trainer and Teacher for thousands of agents

Lauren Cowan
Lead Listing Manager and Buyer's Agent

- Leads Manager
- Listing Manager and Buyer's agent
- Corporate relocation expert
- First time home-buyer specialist
- 15 years sales and negotiating contracts
- KW Agent Leadership Council 2019, 2022-2025
- 2023 Austin Real Producers Top 500
- Keller Williams BOLD Graduate 2017, 2019, 2022, 2023, 2024

Dianne Lauzon
Operations Manager

- 20+ years of customer service
- Assisted in coordinating over 200 real estate transactions for a team for 2015/2016
- Ability to balance & manage multiple contracts at once
- Productive team member with a strong work ethic and the ability to obtain and maintain relationships

MEET OUR TEAM

Chrystal Pardue
Listing and Buyer's Agent

- Speaks Fluent Spanish and English
- 15 years Management and Teaching experience
- International Marketing and Networking specialist
- Holds a Masters in Education
- Specializes in Investors, New Home Construction and Buyers

Rebecca Kumar
Listing and Buyer's Agent

- Assists the team with our listing and buying systems for clients.
- Compliance operations management.
- Client relations management.
- Makes Laura's life better, so she can focus on getting homes sold!

Lisa Browne
Marketing Manager

- Over 25 years experience in developing and implementing integrated marketing and advertising campaigns
- Specializing in real estate marketing for over 20 years
- Past real estate developments clients include Shadow Creek Ranch & Royal Oaks Country Club in Houston, Texas and Twin Creeks in Austin, TX among many others
- Past builder clients include Ryland Homes in 12 markets and Newmark Homes in Austin, Dallas and Houston among others
- Worked with 12 real estate companies in the last 17 years
- From logo design to marketing and media buying, from print advertising to web sites and social media – she can offer it all!

YOUR TRUSTED SOURCE

for All Things Real Estate

Whether you are selling your home yourself or hiring our team for the job, our goal is always to be your trusted source for all things real estate.

Our philosophy: We are not just selling homes, we are helping people live their best lives. As the saying goes, you are not buying a home, you are buying a lifestyle. And we want to know the goals for your dream life and help you achieve them!

Our team is very proud when we are told that we are not like other agents. In fact, we implement marketing strategies and systems that most agents do not know how to do. And we are constantly improving them and the service we give our clients.

We love to our job! And we want you to become a lifelong client like the majority of everybody we help!

Because our clients are #BLESSED!

Blessed Life GROUP

What people are saying...

Check out our 600+ Reviews and Endorsements on Google, LinkedIn, Facebook, Yelp, Zillow and Nextdoor

Linked in Recommendations

Google Reviews

facebook

"Laura Blessing is the best! Her knowledge and guidance made selling our home a painless process. We had endless questions that she was happy to answer and we could not have been more thrilled with how quickly she sold our house! I would recommend Laura to anyone looking to buy or sell a home!"

”Laura Blessing and her team have been our realtor of choice for over a decade and have assisted us with selling a home when we decided to downsize after 15 years - while simultaneously finding one that suited our Empty Nester lifestyle. Talk about thorough! Laura and her team are experts when it comes to tracking comps, staging a home to show off amenities and considering unknown factors before submitting a bid. Every aspect of the changing market is evaluated in order to provide us with the best contract possible.

"Laura helped me with every detail of selling my house and followed up with me regularly to make sure everything was going smoothly. I couldn't be more impressed with her knowledge to everything involved with selling my house. She got me top dollar and I couldn't be happier with the outcome. I would and have recommended her to all of my friends and family that are thinking about buying or selling a house."

A few of our accolades...

*Texas Monthly Five Star Agent (2011-2025)

*20+ Years of Residential Experience

Austin Real Producers Top & Platinum Top 500 Agents since 2015

*Keller Williams Luxury Agent & Certified Luxury Home Marketing Specialist Designation CLHMS

Certified Residential Specialist Designation CRS

PROVEN SUCCESS

Average Days on Market

34 Blessing Group	VS.	70 Austin MLS

Average Sales Price

$596,052 Blessing Group	VS.	$561,000 Austin MLS

This means, on average, Blessing Group clients made nearly $35,000 more than the average home owner in the Austin and surrounding areas.

And the Blessing Group sells homes 51% faster than the average Austin and surrounding area homes that sold.

(Calculated from MLS Data/Previous 2 Years)

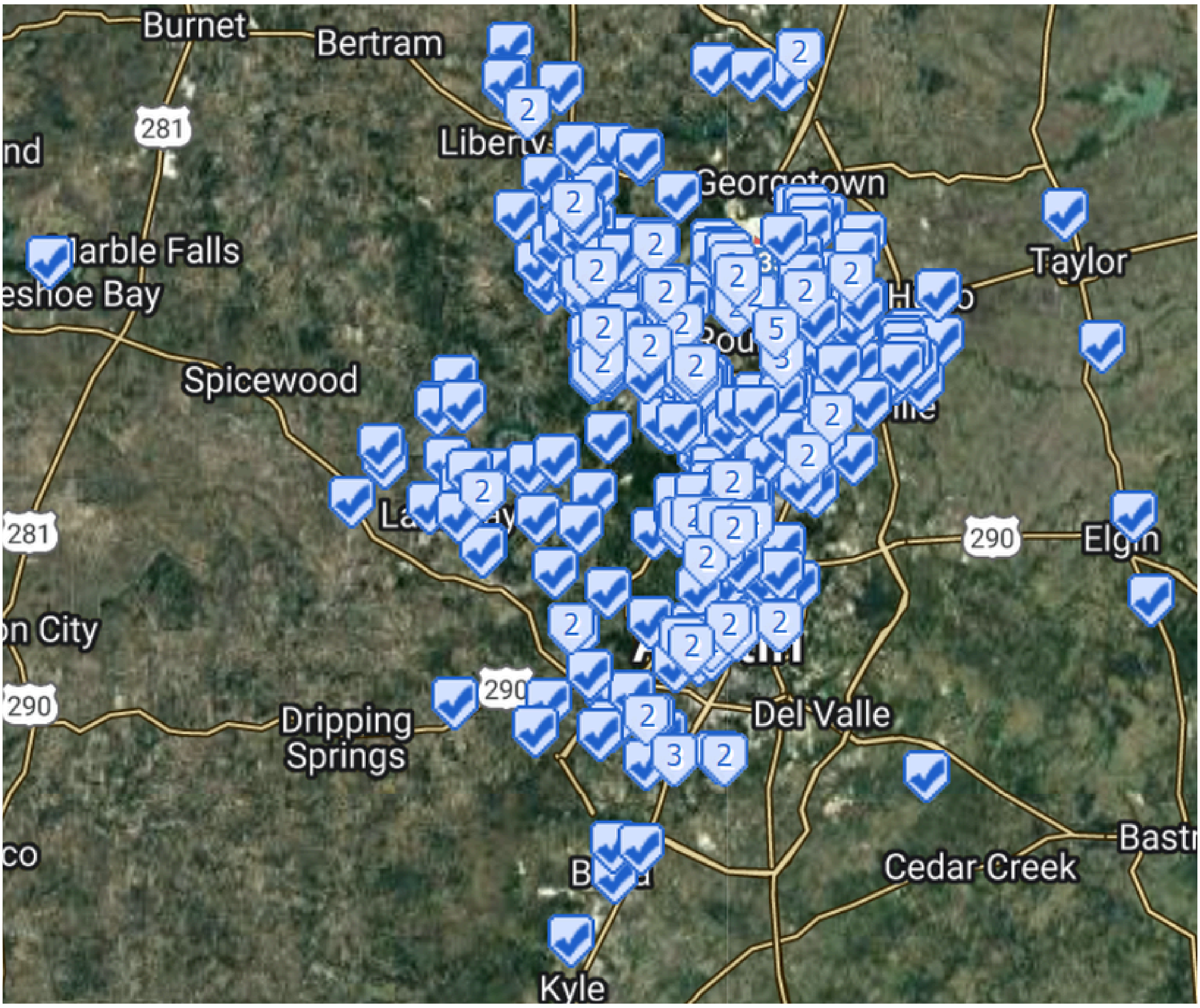
STRATEGIES TO SELL YOUR HOME FOR MORE MONEY

The Blessed Life Group implements strategies that majority of agents don't even know how to do! Here are some strategies we will discuss to help you sell your home faster and for more money!

-Hire the right Realtor, Realtors get 19% more money than FSBO's (and sell on average 19 days faster).
-Work with Realtor with a No Risk Listing System and Flexible Fee Structure (See details on page 8).
-Secure the first or second search spot on google for your home. The #1 Website on the internet.
-Market your home worldwide (In 19 different languages and 55 different currencies.)
-Implement a Mobile Phone Marketing strategy (because buyers are not always searching from a computer)
-Create urgency and build excitement with a focused marketing blitz when your home is listed (purpose is to draw a crowd to be at your home at the same time and possibly draw multiple offers.)
-List on a Friday (Homes listed on a Friday sell for 3% more than homes listed on any other day).
-Utilize Staging Strategies (Homes professionally staged generate 8-10% more return)
-Clean & De-clutter (Average DIY cost $100-$200, Benefit $1500-$2000)
-Improve Landscaping (Average DIY cost $300-$400, Benefit $1500-$2000)
-Paint Interior (Average DIY Cost $500-750, Benefit $1500-$2000)
-Repair Plumbing (Average DIY Cost $300-$400, Benefit $1000-$1500)
-Repair Electrical (Average DIY Cost $300-$400, Benefit $1000-$1500)
-Replace or Shampoo Carpets (Average DIY Cost $300-$400, Benefit $1000-$1500)
-Repair Damaged Floors (Average DIY Cost $500-$750, Benefit $1500-$2000)
-Update Kitchen (Average DIY cost $1000 - $1500, Benefit $2000-$3000)
-Paint Outside of Home (Average DIY Cost $750 - $1000, Benefit $1500-$2000)
-Update Bathroom (Average DIY Cost $750 - $1000, Benefit $1000-$1500)
-Lighten & Brighten (Average DIY Cost $200 - $300, Benefit $1500-$2000)
-Call other FSBO listings to see if they are a possible buyer for your home.
-Internet Pricing Strategy (price your home to get more clicks on the web)
-3D Tours and Video (Google loves 3D tours and video, another way to get more google juice).
-Pareto 80/20 Marketing Strategy - Market your 20% or what is unique about your home.
-Tell the story of your home in a blog post with photos and videos.
-List your home on as many websites as possible (we list your home on 340+ websites).
-Feedback Strategy - Be diligent and ask the right questions to get your home sold faster.
-Build Pinterest Page for your home and area to enhance Search Engine Optimization.
-Utilize Facebook Live Video at the Home.
-Design an ad and pay to boost advertising on Facebook to a demographic that is likely to move.
-Design an ad and post on Linkedin to promote your home to companies in the area.
-Know which type of buyer pays the most for homes and market to them specifically.
-Have home measured (County measurement is often wrong. You may gain in SF which means more $)
-Create a Lead Capture Website to market the home on social media sites.
-Create a list of all of the projects done on your home and add value spent on projects, especially if >$500.
-Research what the market is bearing with regards to updates in your neighborhood.
-Research relevant sales before you list your home to help gauge your market response.
-Listen to market feedback on price and condition. Price is 80% of your marketing.
-Review the statistics for how buyers are finding the homes being purchased in your market.
-Review the market absorption rate weekly and make adjustments if market shifts during the week.
-Do not list your home without reviewing a detailed Seller Net or Loss Estimate using accurate bank payoff.

HUNDREDS OF HOMES SOLD BY THE BLESSING GROUP

here are just a few...



THE NO RISK LISTING SYSTEM

No Pressure Listing Agreement

If you are not satisfied with our service, you may cancel the listing agreement at any time.

Flexible Fee Structure

Our goal is to get your home sold and be your Realtor of choice for life. If you are not happy with paying our professional fee after we have done the job, we can discuss what is a fair and reasonable adjustment.

0% If you find the buyer (and buyer does not have an agent) and you do not want our team to help. No fee is owed. We use this strategy to help FSBO For Sale By Owners find buyers.

1.5% You find the buyer (and buyer does not have an agent). Our team will facilitate the transaction for you. We also encourage you and help you write social media posts to use before we list in the MLS.

3% This is the minimum you will pay when have listed the home in the MLS and we find the buyer and the buyer has a representative (and the buyer makes an offer that does not include Buyer agent compensation).

4.5% Our team finds the buyer (and buyer does not have a buyer agent representative).

Seller-Paid Concessions and Buyer Agent Compensation

With your approval (and depending on the market conditions at the time of listing), we may suggest you offer seller-paid concession to the buyer to use towards closings costs or compensating their buyer representative at closing.

As part of a settlement agreement for the National Association of Realtors Class Action Lawsuit, as of August 17th, 2024, we are no longer allowed to offer compensation for a buyer's agent in the MLS. We will discuss the market conditions with you and help you decide if it is in your best interests to offer compensation to a buyer's agent.

Broker compensation or the sharing of compensation between brokers is not set by law nor fixed, controlled, recommended, or suggested by the National Association of REALTORS®, MLS, or any listing service. Broker compensation is fully negotiable. Brokers independently determine their fees.

AGENT PROFESSIONAL FEES

Wondering where the fee goes once the agents are paid?

It's more than just a simple payment to your agent; it's a process that ensures you receive the highest level of service throughout your home-buying journey.

Like any business, real estate transactions are subject to taxes which must be paid to the government.

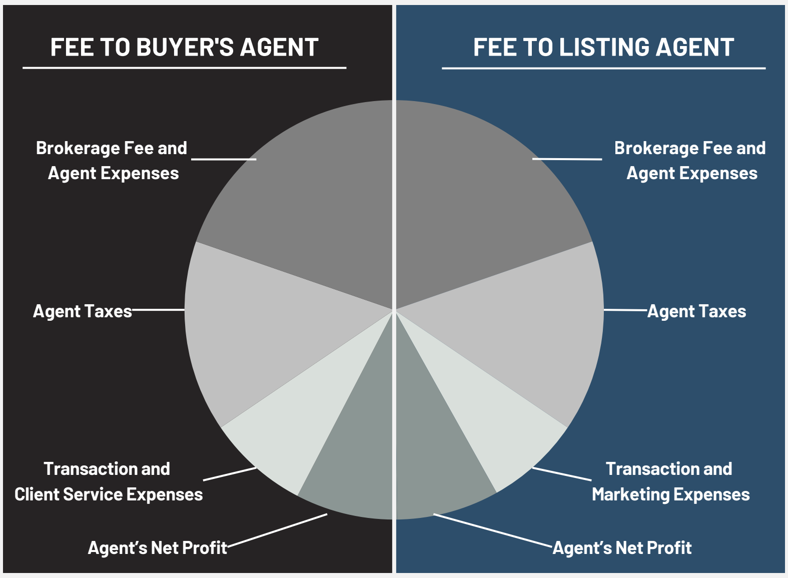
Next, a significant portion is allocated to business expenses. These include marketing your home, administrative costs, office supplies, technology tools, continuing education, and other resources that help your agent provide top-notch service.

Additionally, a portion of the commission is paid to the agent's brokerage. The brokerage provides essential support, resources, and a reputable brand that helps facilitate the transaction smoothly and professionally. This breakdown happens on both sides of the transaction – for both the buyer's and the seller's agents. It ensures that both parties have access to the resources and expertise needed to close the deal efficiently.

In essence, your commission payment supports the entire ecosystem that works tirelessly to make your home buying experience successful, from initial consultation to closing day.

Agent Expenses

- Marketing/Advertising
- Training, Specialty Designations
- License Fees
- MLS Dues
- National Association of Realtor Dues
- Computer
- Photography/Software
- Internet Access
- Signs and lockboxes
- Self Employment Taxes
- Health, Car & Disability Insurance
- Vehicle Maintenance/gas
- Printing/promotional materials
- Office Supplies
- Thank you gifts
- Lawyer, Accountant Fees
- Errors & Omisions Insurance
- No Benefits - sick days, paid vacation, etc..



REPRESENTATION IS KEY

13 Reasons Sellers Want a Represented Buyer

01
The seller and listing agent will work with a buyer's agent who has been fingerprinted and undergone background checks.

02
The buyer's agent will serve as an intermediary that gives the seller the best chance of reaching an agreement and closing on time.

03
The buyer's agent will provide a list of the best professional vendors to choose from to keep the transaction as smooth as possible.

04
The buyer's agent will work tirelessly to ensure that the buyer maintains their creditworthiness until they arrive for the closing and the transaction funds.

05
The buyer's agent will work to ensure that the buyer has the cash available for down payment and closing costs.

06
The buyer's agent can provide feedback to the seller regarding the price and condition that will help them sell their home.

07
Where available, the buyer's agent will use promulgated forms that protect all parties to mitigate risk.

08
The seller and the listing agent will work directly with the buyer's agent who has agreed to a code of ethics.

09
The buyer's agent is highly likely to be properly insured, which protects all parties.

10
The buyer's agent will advise the buyer to write an offer that reflects the current market conditions.

11
The buyer's agent will work to safeguard the seller's home during showings and inspections.

12
The buyer's agent will guide the buyer through all the steps from inspection to closing.

13
The buyer's agent will work to ensure that the buyer is qualified to purchase the home.

BUYER AGENT VALUE

A Buyer's Agent: Here's how they get paid, and what that gets you.

Many buyer agents avoid discussing their payment structure, often claiming their services are "free" as they're covered by the proceeds from the sale of the home. However, we prefer transparency:

Choosing to work with represented buyers not only mitigates risk but also ensures a smooth contract-to-close process and provides a layer of vetting for potential buyers.

When buyers are represented, they have someone advocating for their best interests throughout the entire transaction. This representation helps clarify expectations, navigate complex paperwork, and negotiate terms effectively.

A good buyer agent delivers countless services, ultimately assisting you in achieving two key outcomes:

01

More adherence to contract terms.
Working with a represented buyer reduces the likelihood of encountering issues during the contract-to-close process. With an experienced agent guiding them, buyers are more likely to fulfill their obligations on time and adhere to the terms of the contract, minimizing the risk of delays or complications.

02

More confident, qualified buyers.
Having a buyer agent involved allows for thorough vetting of potential buyers. Agents can assess their financial readiness, gauge their seriousness about purchasing, and verify their qualifications, such as pre-approval status. This vetting process helps sellers feel more confident in the buyers they choose to proceed with, reducing the chances of deals falling through due to buyer issues.

88 TYPES OF TURBULENCE
AGENTS HELP YOU NAVIGATE

The Buyer/Borrower:

1. Lies on loan application.
2. Recent late payments on credit report.
3. Additional debt discovered after loan application.
4. Loses job.
5. Coborrower loses job.
6. Income verification lower than stated.
7. Overtime income not allowed for qualifying.
8. Makes large purchase on credit before closing.
9. Experiences financial setback during escrow.
10. Lacks motivation.
11. Gift donor changes mind.
12. Cannot locate divorce decree.
13. Cannot locate bankruptcy documents.
14. Cannot locate tax returns.
15. Cannot locate bank statements.
16. Difficulty obtaining rent verification.
17. Interest rate increases, borrower no longer qualifies.
18. Loan program changes with higher rates/fees.
19. Undisclosed child support.
20. Recent bankruptcy.
21. Mortgage payment is double previous housing payment.
22. Unsteady two-year employment history.
23. Handwritten pay stubs.
24. Switches to job with probation period.
25. Switches from salary to 100% commission.
26. Borrower/coborrower/seller dies.
27. Too picky about affordable properties.
28. Feels house is misrepresented.
29. Veteran's DD214 form not available.
30. Short on money at closing.
31. Poor "paper trail" for additional funds.
32. Does not bring cashier's check for closing

The Seller:

1. Loses motivation to sell.
2. Cannot find a replacement property.
3. Won't allow appraiser inside home.
4. Won't allow inspectors inside home timely.
5. Removes property buyer believed was included.
6. Cannot clear liens; short on cash to close.
7. Does not own 100% of property.
8. Problems getting partners' signatures.
9. Leaves town without Power of Attorney.
10. Delays move-out date
11. Doesn't complete agreed repairs.
12. Home goes into foreclosure during escrow.
13. Misrepresents home/neighborhood information.
14. Does not disclose hidden defects.

The Realtor(s):

1. Lacks client control.
2. Delays property access for inspection/appraisal.
3. Doesn't submit paperwork to lender timely.
4. Inexperienced in this property type.
5. Takes unexpected time off.
6. Misleads parties; has a huge ego.
7. Doesn't do homework on clients/property.

The Lender(s):

1. Poor pre-qualification of borrower.
2. Requires repairs before closing.
3. Market raises rates, points, or costs.
4. Late information disqualifies buyer.
5. Last-minute second appraisal/document request.
6. Loses form or file.
7. Doesn't ask for all needed info simultaneously.

The Property:

1. County won't approve septic system/well.
2. Termite report reveals damage, seller won't fix.
3. Misrepresented size/condition.
4. Destroyed before closing.
5. Structurally unsound.
6. Uninsurable for homeowner's insurance.
7. Incorrectly zoned.
8. Portion sits on neighbor's property.
9. Hard to find comparable properties for appraisal.

The Escrow/Title Co:

1. Fails to notify of unsigned/unreturned documents.
2. Slow to obtain info from lien holders/insurers/lenders.
3. Principals leave town w/o signatures.
4. Loses or incorrectly prepares paperwork.
5. Doesn't pass on valuable information.
6. Poor coordination. 7. Strict on small problems. 8. Finds liens/title problems last minute.

The Appraiser:

1. Not local, misunderstands market.
2. Too busy to complete on schedule.
3. No comparable sales available.
4. Not on lender's approved list.
5. Important mistakes on appraisal, low value.
6. Lender requires 2nd review/appraisal.

The Inspector:

1. Inspector not available
2. Pest inspector not available
3. Pest inspector too picky about property condition.

FIRST-TIME HOMEBUYER

Down Payment

DOWN PAYMENT	% OF HOME PRICE
0%	16% of buyers
1% to 5%	22% of buyers
6% to 10%	16% of buyers
11% to 20%	20% of buyers
More than 20%	26% of buyers

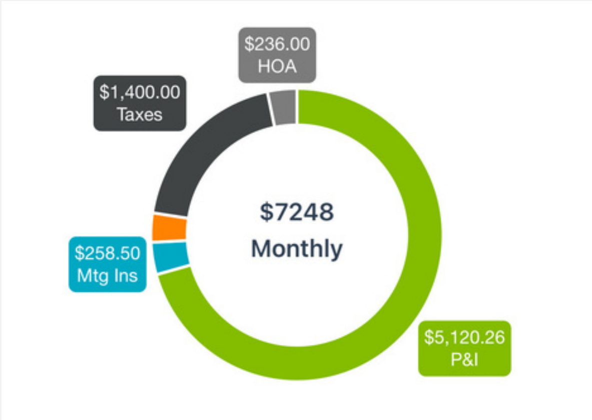
FIRST-TIME HOMEBUYER

Challenges

Hardest Part of Buying (more than one answer permitted)	% of First-time buyers
Finding the Right Property	61% of buyers
Saving for Down Payment	38% of buyers
Understanding the Process	38% of buyers
Paperwork	23% of buyers
Getting a Mortgage and Appraisal	17% of buyers

BUYER FINANCE ESTIMATE

What is the monthly payment a buyer could pay for your property today?



Average Down Payment Percentages by Buyer Type:

First-Time Buyers: 6%
Repeat Buyers: 17%
All Buyers: 14.5%

Use this Mortgage Calculator to Estimate the Buyer's Payment

Calculation Inputs		Calculation Results	
Loan Type	Conventional	Total Loan Amount	$760,000.00
Sale Price	$800,000.00	Monthly Principal + Interest	$5,120.26
Down Payment Pct	5.0%	Down Payment Amt	$40,000.00
Mortgage Term	30 years	Annual Percentage Rate	7.65%
Interest Rate	7.125%	Total Interest Percentage	142.54%
Annual Taxes	$16,800.00	Monthly Taxes	$1,400.00
Annual Home Insurance	$2,800.00	Monthly Home Insurance	$233.33
Annual HOA	$2,832.00	Monthly HOA	$236.00
Annual Mortgage Insurance	$3,102.00	Monthly Mortgage Insurance	$258.50
Annual Expenses	$0.00	Total Monthly Payment	$7,248.10

START-TO-FINISH

SHOWINGS

Once your home is listed on the MLS, a BLG agent will immediately begin promoting it to attract potential buyers. We schedule open houses and private showings at times convenient for you. Our agents are skilled at showcasing your home's strengths and addressing any concerns to ensure it appeals to the right buyers quickly and effectively.

SUBMIT OFFER

When an interested buyer submits an offer, a BLG agent will run a comparative market analysis (CMA) to evaluate the offer against the current market value of your home. We will also consider your financial goals and objectives for the property. Together, you and BLG will determine the best course of action for responding to the offer.

NEGOTIATIONS

It's common for initial offers to lead to negotiations. The price and terms may need to be adjusted before reaching an agreement. All BLG agents are well-trained in negotiation tactics, enabling them to secure the best possible terms or advise you when it's best to walk away. We represent and support you throughout the process to protect your interests. Our specialty is navigating multiple offers and protecting your equity!

INSPECTIONS

Once an offer is accepted, your BLG agent will coordinate the home inspection with the buyer's agent. You'll be kept informed of the inspection schedule and any findings. Our goal is to ensure transparency and address any issues that may arise from the inspection report, while also keeping your goals front of mind.

RESOLUTIONS

Following the inspection, there may be a second round of negotiations based on the inspection findings. Your BLG agent will review the report with you and discuss potential requests for repairs or credits towards repairs, which can be settled at closing. We can also help with our vendor relationships to save you time and money.

CLOSING

Closing will take place at the title company designated during the initial contract process. This is the formal process where all necessary documents, including the deed transfer, are signed. Once the closing is completed and the transaction is funded, ownership of the property will officially transfer to the buyer.

DID YOU KNOW?

The average buyer sees
4-7
homes before submitting an offer.

The average initial offer is
0-3%
below asking price.

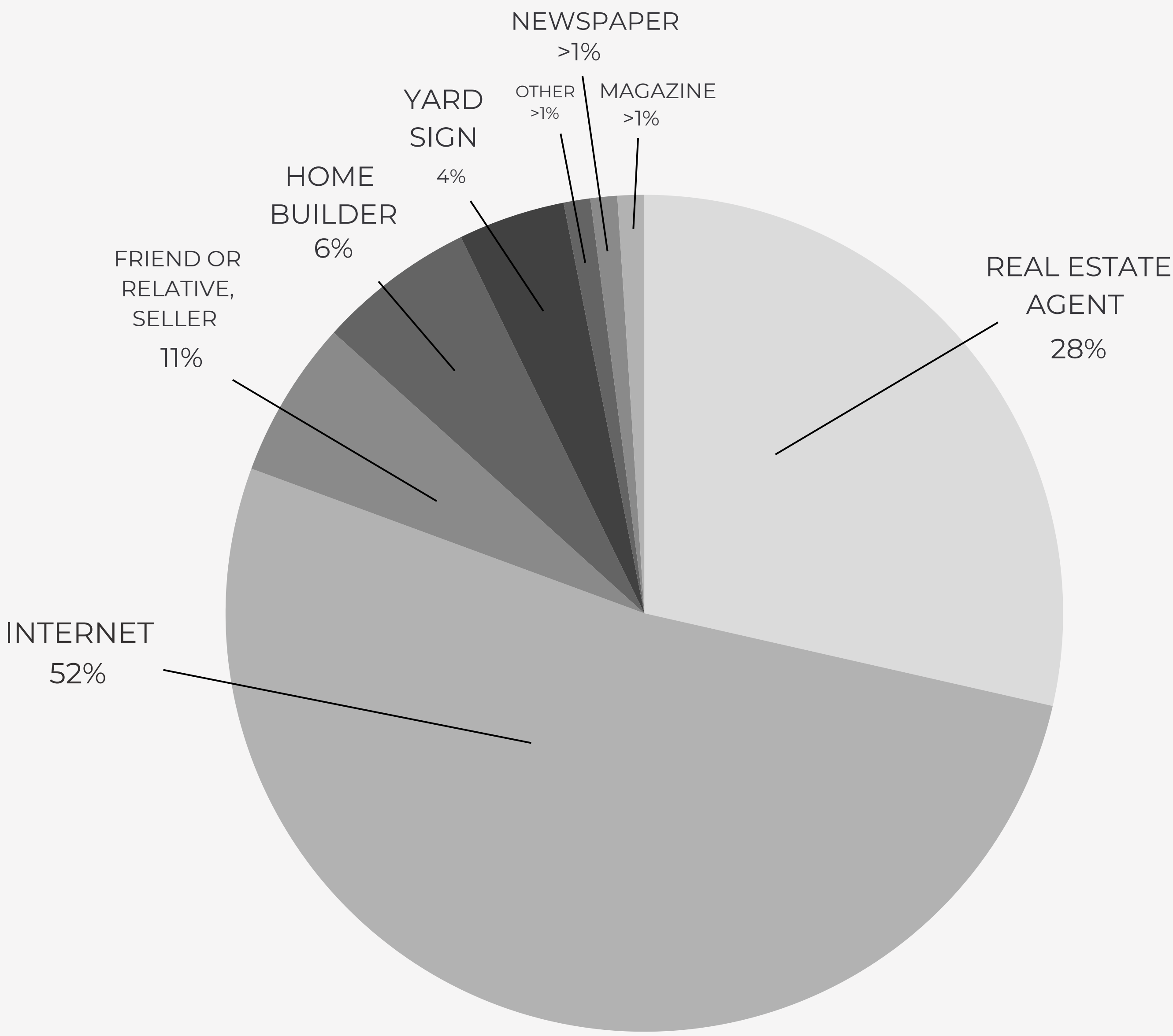
Earnest Money
1%
*depending on price of home.

Average inspection is
2-3 hours & costs $500-800
on a single-family residence.

On average
76%
of buyers request credit vs. repair.

Contract-to-close average is
30-52 Days
from contract execution.

Where do buyers FIND THEIR HOME?



*2024 NAR HOME BUYER AND SELLER GENERATIONAL TRENDS

HOME SELLER'S *Roadmap*

1 MEET WITH YOUR AGENT

- Discuss your needs
- Research CMAs
- Set a competitive list price

2 PREPARE TO LIST

- Deep clean & declutter
- Make needed repairs
- Focus on curb appeal
- Stage home

3 IMAGERY

- Professional photo session
- Professional video session
- Professional drone session

4 MARKETING

- Online marketing
- Social media
- Signage
- Flyers

5 SHOWINGS

- Ensure home is ready for showings
- Receive feedback from agents
- Schedule open houses

6 RECEIVE AN OFFER

- Each offer is presented and we will discuss the benefits & risks of each offer

7 NEGOTIATE

- Most offers require negotiating before and after inspections. I will negotiate on your behalf.
- You can accept, counter, or deny an offer

8 INSPECTIONS & APPRAISAL

- I will work with the buyer's agent to coordinate and schedule an inspection & appraisal. These are both ordered by the buyer

9 REPAIRS

- Likely some small repairs will need to be made after inspections.
- Review my list of recommended vendors if needed

10 CLOSING

- Final walk-through
- Sign closing documents
- Receive keys

Blessed Life GROUP

Marketing PLAN

NETWORKING

A large percentage of real estate transactions happen with co-operating agents in the country. I will expose your listing to this market.

SIGNAGE

A sign will be placed in your yard as well as pointers and open house signs before an open house. These will be placed at the most opportune times to gain the most exposure.

SUPERIOR ONLINE EXPOSURE

Buyers in today's market first start their search online. We will meet your potential buyer where they are...online! Not only will your home be featured in the local MLS, it will also be syndicated to literally hundreds of other listing sites. Your home will be featured on our company website, and social media.

LOCKBOXES

Lockboxes are essential for the safety of all. They allow an agent to show your house whenever he or she needs to, rather than relying on you the owner for a key. Owners are also expected to vacate the property for showings. Having a lockbox makes this process much easier for all involved.

SHOWINGS

When we list your home, you will also be signed up with a showing service that immediately communicates with you when a showing is scheduled. When feedback isn't left, I will follow up with those agents requesting their feedback within 24 hours.

EMAIL MARKETING

An email will be sent to our current buyer database of thousands of buyers searching for properties on my website. A new listing email alert will go out to my agent network of thousands of agents in the area.

PROPERTY LINKTREE

Flyers are out, too limiting. Linktree QR Codes and being able to shape and change the marketing for your home is IN! We will post this QR Code in the house and on the sign. Scan QR Code for an example:

OPEN HOUSES

We have discovered a proven open house system that attracts serious buyers and helps your home achieve maximum exposure to potential buyers.

SOCIAL MEDIA MARKETING

We practice regular social media marketing on today's top social sites which include and are not limited to: Facebook, Instagram, LinkedIn, YouTube, and Pinterest.

Maximum
EXPOSURE

I will feature your home on the top home search sites, and on social media and syndicate it to over 400+ other sites.

Homes that receive the top 10% of page views sell an average of 30 days faster!

Preparing TO LIST

MAXIMIZE YOUR HOME'S POTENTIAL

A clean, neutral, and streamlined look helps buyers to imagine what life would be like in your home. The action points below will help them be able to do that.

01 EXTERIOR

- Wash or paint the home’s exterior
- Paint the front door
- Keep the yard nicely trimmed
- Keep the lawn free of clutter
- Weed and freshly mulch garden beds
- Clean interior and exterior windows
- Apply fresh paint or stain to wooden fences

02 INTERIOR

- Remove personal items, excessive decorations & furniture
- Clean or replace carpets
- Get rid of clutter & organize and clean closets
- Apply a fresh coat of paint to walls, trim and ceilings
- Replace outdated ceiling fixtures, and clean lighting fixtures. Minimize and clean pet areas in the home
- Be sure that all light bulbs are in working order

03 FRESHEN THE PAINT & FIXTURES

- A new coat of exterior paint helps a home's curb appeal. It isn’t a low-budget item, but if you can swing it...DO IT
- If you can’t paint the entire home, paint the trim. This is a relatively simple thing to do and it helps give a home that wow factor
- Update exterior light fixtures. This can quickly give a home an updated look
- Put a fresh coat of paint on the front door

THE ART OF

Staging

Staging a home can have numerous benefits when selling. Staging can make rooms feel more spacious and functional. This helps buyers visualize themselves living in the home, increasing the likelihood of a sale. Staged homes tend to photograph better, which attract more online interest and showings. Ultimately, staging helps a home stand out among and potentially command a higher sale price.

STAGED HOMES SPENT **90%** LESS TIME ON THE MARKET

STAGED HOMES INCREASED SALE PRICE UP TO **50%**

BENEFITS OF STAGING

- LESS TIME ON THE MARKET
- INCREASED SALE PRICE
- HIGHLIGHTS THE BEST FEATURES OF THE HOME
- DISGUISES FLAWS OF THE HOME
- DEFINES SPACES AND REVEAL THE PURPOSE OF EACH SPACE
- DEMONSTRATES THE HOMES FULL POTENTIAL
- CREATES THE WOW FACTOR YOU WILL NEED IN PHOTOS TO MAKE YOUR HOME STAND OUT