

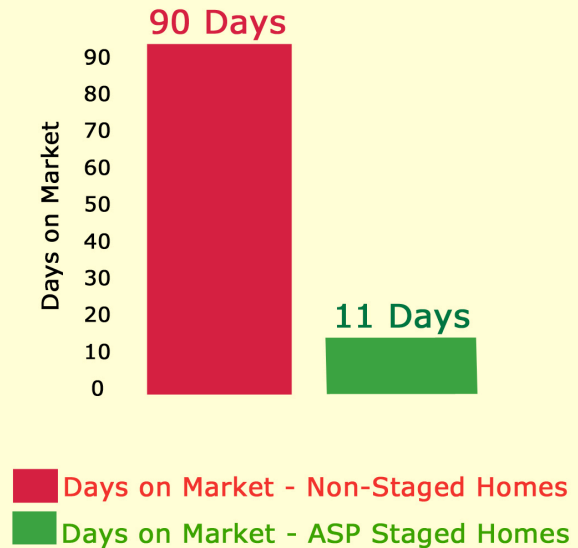


**ASP HOME STAGING
SALES SUCESS RATE***



**95% of
ASP Staged Homes
Sell on Average in
11 Days or Less and
Sell for 17% More**

Average Days On Market Before Sold*



**The Statistics Are Based On Today's Market. The Survey Was Conducted By The International Association of Home Staging Professionals® and StagedHomes.com®.*

***To Discuss PJ & Company's Home Staging Services or To Schedule A Home Consultation,
Please Contact Patti Stern at 203-640-3762 or patti@pjstagingdecorating.com.***

***For Staging and Decorating Tips Connect With Us On Facebook At
www.facebook.com/pjandcompanystagingandinteriordecorating***



PJ & COMPANY

STAGING AND INTERIOR DECORATING

As professional home stagers and a member of the national Association of Staging Professionals (ASP) since 2005, PJ & Company Home Styling, LLC works with realtors, homeowners, and builders. We understand what works and what appeals to today's buyers to get your property sold and for top dollar. We also know selling a property is overwhelming and guide you through every step of staging - offering full service, turnkey solutions including carpentry, electrical work, floor refinishing, painting and more - to get your property on the market as quickly as possible.

What is Home Staging?

Staging is the opposite of decorating, which is specific to a homeowner's personal design style. Once a decision is made to sell a home, it becomes a product that must be marketed to stand out from the competition. Staging neutralizes a home's decor to appeal to as many buyers as possible, regardless of their individual taste or style. National staging statistics (see reverse) show staged homes sell more quickly and for more money than non-staged homes.

Why Stage?

15 Seconds. That's how long a home in today's competitive housing market has to connect with buyers. Personal items, busy, cluttered décor or outdated styles all distract buyers from a home's features. Updates, particularly in key rooms such as kitchens and baths, can mean the difference between a quick sale or a price reduction if it sits on the market too long. Even recently renovated homes may require staging if the décor is too specific. Staging incorporates the latest décor styles to provide a property with a "wow" factor that will capture and engage buyers.

Won't Staging Cost Too Much?

Staging is an investment in getting top dollar for your home and is **ALWAYS** less than the first price reduction. A home is the single largest purchase most families or couples will make, and today's demanding buyer expects move-in condition properties. We like to ask our clients "**would you sell your car without detailing it?**" The same principal applies to your home. Not only will homes that sit on the market for too long face a price reduction, but consider the additional carrying costs (mortgage payments, utilities, maintenance, etc.) sellers will have to pay.

When Should I Stage My Home?

Web appeal is the new curb appeal with **90% of homeowners beginning their home search online**. We recommend staging **before** listing your property so your listing photos portray a fresh, updated look that will attract buyers to your front door. However, if your home is already on the market and not getting offers or the home's decor is distracting buyers from seeing its potential, we recommend staging. Staging even after the home has been listed can generate new buzz and buyer foot traffic. Many of our clients have contacted us after the home has been listed.

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