

# REAL ESTATE

## WHAT YOU NEED TO KNOW

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**RESA Home Staging Convention 2012**

## **Why Important?**

List the reasons why you think it's important to know about Real Estate; the industry you work in each and every day.

- 1.
- 2.
- 3.
- 4.
- 5.

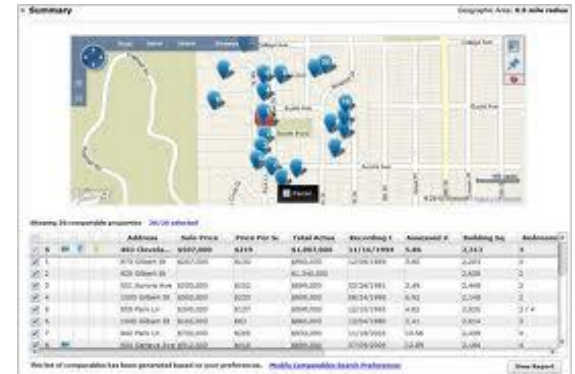


**RESA® Home Staging Convention 2012**

## 2 Key Home Staging Relationships Sellers & Realtors

### Pre-Consultation Preparation - Seller

1. Property Records
2. Subject Property Research
3. Comparables - For Sale & Sold (pictures?)
4. Printed Documents
5. Multiple Sources
6. Typical Buyer Profile



The screenshot displays a real estate software interface. At the top, it says 'Summary' and 'Geographic Area: 0.8 mile radius'. Below this is a map with several blue location pins. Underneath the map is a table of comparable properties. The table has columns for 'Address', 'Sale Price', 'Price Per Sq Ft', 'Total Acres', 'Recording Y', 'Assessor's #', 'Building Sq', and 'Bedrooms'. The first row of data is for '480 Chevalier' with a sale price of \$697,000 and a price per square foot of \$119. Other rows include '310 Green St', '428 Gilbert St', '552 Aurora Ave', '1000 Birch St', '558 Park Ln', '1040 Gilbert St', '840 Park Ln', and '1011 Oakleaf Dr'. At the bottom of the table, there is a note: 'No. of comparables has been generated based on your preferences. [Modify Comparables Search Parameters](#)'.

	Address	Sale Price	Price Per Sq Ft	Total Acres	Recording Y	Assessor's #	Building Sq	Bedrooms
1	480 Chevalier	\$697,000	\$119	34,083,088	11/14/1998	5,46	2,347	3
2	310 Green St	\$207,000	\$67	3,045,000	11/04/1999	3,62	2,243	3
3	428 Gilbert St	\$1,340,000	\$120	11,167,000	11/04/1999	11,167	2,528	3
4	552 Aurora Ave	\$700,000	\$100	7,000,000	02/24/1991	2,49	2,498	3
5	1000 Birch St	\$300,000	\$100	3,000,000	08/24/1995	6,71	2,208	3
6	558 Park Ln	\$204,000	\$102	2,000,000	02/15/1995	4,83	2,325	3
7	1040 Gilbert St	\$1,040,000	\$100	10,400,000	08/24/1995	10,400	2,424	3
8	840 Park Ln	\$700,000	\$100	7,000,000	11/18/1995	10,56	3,000	4
9	1011 Oakleaf Dr	\$1,011,000	\$100	10,110,000	07/05/2000	10,110	3,094	4



## **2 Key Home Staging Relationships Sellers & Realtors**

### **Establishing Valuable Realtor Partnerships**

1. Why Important?
2. What are you currently doing?
3. What should you be doing?
4. Keys to Successful Partnerships – Value & Education
5. Preferred Vendor / Marketing / Training / Office Events
6. Other Ideas?



## Home Staging Benefits



- Marketability
- Agent Reputation
- Maximize Appeal to Homebuyers
  - Shorter Market Time
  - Higher Sales Price
- Less Inspection Issues
- Less Appraisal Issues
  - Less Headaches

