



Home Staging by Carol

***Successfully Staging Southern California
Homes Since 1996***

Staging Turns Cold Into SOLD!™



Staging Vacant Homes To Sell

Give your home the emotion it needs to get it SOLD!

Selling a home in today's market takes innovative marketing and research. As important as it is to select the right real estate agent to market your home, it is also important to present the property in the best possible manner.

Typical home buyers make up their minds within minutes of viewing a home. **MAKE EVERY SECOND COUNT.**

Home Staging by Carol . . .

- Brings in furniture, lamps, rugs, pictures, and decorative items
- Adds top quality artificial plants and arrangements
- Sets dining room and kitchen tables
- Uses only designer beddings
- Provides photos from a professional photographer
- Includes patio furniture, upon request
- And so much more!

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Making A House Into A Home



Via Cima ~ San Clemente, California



Staging Turns Cold Into SOLD!



We have a large inventory of quality furnishings . . .



Staging Turns Cold Into SOLD!



... and 1000's of accessories available!



Currently Staged Slide Shows



*Staging photos are taken by Jeri Koegel, a professional photographer.
Visit our website and view our 'Currently Staged' Slide Shows.*



Take A Tip From The Builders

Decorate your home to SELL!

Typical home buyers make up their minds within minutes of viewing a home. **MAKE EVERY SECOND COUNT.**

Home Staging by Carol was established to assist sellers in the marketing of their home by giving them the tools they need to get their home sold at the best possible price, in the least amount of time. Take a tip from the builders who never show their models vacant, but decorate them to sell homes. We'll stage your home and make it "Stand Out!"

Purchasing a home is one of the most important investments one makes in life. Unlike investing in the stock market, sometimes that decision is made on an emotional level, as well as on a business level. Staging a home for sale gives it the emotion it needs to get it **SOLD.**

Tour our website to see what we're all about and how you can benefit from this results-oriented service.

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Things To Consider

Reasons why you should consider staging your home:

- First impressions are very important!
- It keeps buyers from noticing any flaws in the property
- Open houses say “Welcome“
- New home builders decorate, so should you
- Lights, music and flora set the mood
- Helps to make a small room look larger
- Helps to make a very large room look not so overwhelming
- Gives the buyer ideas for use of unusual spaces or niches
- Unique cards point out the features and benefits of the property
- Agent follow-ups are made easy *
- Insurance liability relieved, if occupied *
- Reasonable fees and payment plans are available

* With Carol as the On-Site Marketing Expert



Who Is Carol?

Carol is a results-oriented marketing strategist

Carol was a licensed real estate agent for 14 years, successfully selling Southern California homes. As a consistent Top Producer much of her success was based on her business strategy that no property would be put on the market without being properly presented to the public and/or real estate brokers and their agents.

Carol's sellers were given a video to assist them in staging their properties so they would get the most number of showings and the best price. Often, competing agents would ask... "How do you get such great listings?" The secret was as simple as preparing the home for sale.

For several years Carol's Ultimate Sales Assistant Service assisted top real estate professionals with an elaborate contact management system. In addition, she designed a line of custom Property Feature Cards to be on display at their listings to point out the features and benefits of the property they were hired to market.

Carol has been staging and assisting sellers/agents of vacant properties since 1996. Her 31 years of real estate experience has helped her to successfully stage 127 vacant properties that have closed escrow to date.



Experience The Difference

Not all Real Estate Staging Services are the same!

Why use Home Staging by Carol?

- Experience Matters – Successfully Staging Homes Since 1996
- Attention To Details – Furniture, art, plants, area rugs, floral, decorative items and more, all in good taste
- References – Many “Raving Reviews” from past owners, agents, buyers and buyer’s agents
- Years of Real Estate Experience – 31 years in selling, marketing and staging Southern California Real Estate
- Property Feature Cards – Custom made cards that point out the many features and benefits of the property
- #1 on Yahoo Search – For Real Estate Staging Service in Southern California
- Our Track Record – 127 vacant staged properties have closed escrow, with more in the works

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Our Raving Reviews

Satisfied Listing Agent -

“You are a miracle worker! Your divine intervention was the answer to my prayers. On the day you called to tell me about your service, I had all but given up. The roof had surrendered to El Nino. The garden had gone to seed. It was an abandoned vacation home with leftovers. Over the course of one year, I averaged five showings a week, yet offers were rare and always low.

Then you called. I was skeptical and reluctant. You were persistent and confident. I called my seller. They resisted. You put our minds at ease and went to work.

Carol, in twenty-four hours you transformed a dog into a pony. I showed the home one day after you staged it and did not recognize my own listing. You created the environment that caused the sale. You art directed that sad little house into escrow with music, lighting, furnishings, flora and charm.”

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More Raving Reviews

Satisfied Owner -

"The only thing that matters in determining whether staging a house was successful or not, is if the house sold. We had great success, selling the house very quickly for a price greater than what we thought we would get, especially considering today's market conditions! You did a great job and your staging was well worth the cost."

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More Raving Reviews

Satisfied Listing Agent / Owner -

“Carol, thanks! I appreciate your help in getting my property SOLD. I was seriously shocked as to the response from most observers, buyers, agents and neighbors as to how much more livable the property was after having you painted lipstick on my pig. Thanks again for doing a great job. You're a real PRO.”

Staging Turns Cold Into SOLD!™



More Raving Reviews

Satisfied Owner -

“Carol, we can't thank you enough for all your help in selling our house. You transformed our house from a cold empty shell into a warm inviting home - complete with art, plants, books, etc. You always kept the house in perfect ready-to-show condition*. Most importantly, we enjoyed meeting and working with you and Beamer. Both Jim and I were impressed with your decorating talent, your hard work, your obvious dedication to doing all you could to help sell the house, and your warm, upbeat personality. It was an absolute pleasure working with you.

Thank you for helping us get our home SOLD so quickly and at a price we know we couldn't have gotten without you.”

* Used Carol as the On-site Marketing Expert

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More Raving Reviews

Another Satisfied Owner -

“As I admitted to you before I was not a big fan of staging a home at our first meeting. This was my first home and I didn't feel it was necessary to spend additional money staging a home for sale. I knew we were in a slower market than we had been in the past and I was anxious to sell my property. After having my property on the market for about 6 weeks with some mild interest I decided to stage my home.

The great news is that within about 10 days of staging my home it was sold. The speed and diligence with which you were able to stage my home was excellent and I thoroughly enjoyed the entire experience. Thank you again for helping me sell my home and I am now a complete fan of Home Staging by Carol.”

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On-site Marketing Expert

The Ultimate Staging Experience . . .

- Professional staging of the property both inside and out
- Carol as your On-site Marketing Expert to oversee the property
- Lights and music on during showings/previews
- Multiple Open Houses will be available each month
- Your own property page on our website, complete with a slide show presentation
- Sharing a positive attitude about the property with agents/prospects
- Email Invitation for Broker Preview to 1,000s of area agents
- Timely follow-ups with listing agent regarding activity and agent comments
- Periodic interior and exterior cleaning
- Meeting service professionals
- Notification of items in need of repair and/or service
- Flexible move-out time to coordinate with the close of escrow



A Small Cost To Pay For A Big Return

How much will staging your home cost?

Quotes are given using the criteria listed below . . .

- Square footage
 - Style of furnishings and rooms to be staged *
 - The amount of furnishings needed
 - Special furnishings needed for a specific area
 - Exterior furniture, if requested
 - Moving situations - Multi-level, difficult moves or long distances
 - Listing price of property
- Remember – In addition to the above items our pricing also includes; the staging design by an experienced professional, moving costs, set-up and take-down of the staging

*** We only do Full Stagings, no partials. We want the prospective buyer to be excited about the property from the beginning to the end of their tour. This is why we have been so successful!**



Tour Our Website

Everything you've always wanted to know and more . . .

Tour our website to see what we're all about and what agents and owners have said about our service.

Discover how you too can benefit from our results-oriented services.

www.HomeStagingByCarol.com

Check out these pages on our website:

- Why Stage?
- View Now Decorated Properties
- Room By Room Photo Albums
- Plans and Availability
- View Our Success Stories
- Read Our Raving Reviews
- Fees and Extra Perks
- About Carol
- Contact Us
- Before and After Slide Shows
- Printable version of this presentation

Don't Delay – Call Us Today – 949.933.7330

