

TS STAGING AND DESIGN

Home Staging & Design Investment Guide

www.tsstaginganddesign.com

HOME STAGING INVESTMENT GUIDE

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www.tsstaginganddesign.com

Introduction



Hello Clients, Friends and Family!

TS Staging and Design is proud to offer the creation of the Home Staging Investment Guide. This guide was created to help our clients understand the staging process and how it will positively impact your return on investment. It also highlights the many benefits of staging as well as introduces the TS Staging and Design staff.

Getting the best price for your most valuable asset in this real estate market is our mission.

Buyers have an expectation when they walk through your home, and they are willing to "pay a premium" for a home that fits that expectation.

TS Staging and Design can help our clients meet the expectations of buyers by creating a beautiful, HGTV-like feel to attract multiple buyers which in turn, will generate multiple offers!

Staging works but it's the designer talent and quality of furnishings that makes the magic happen and that's where we come in.

Read on to learn more about us and how to get started!

Theresa ~ Stephanie ~ Amber

About Us

TS Staging and Design is a women owned and operated company. Launched in January 2021, the company started with two individuals both with an eye for interior design. Before starting TS Staging and Design, this business was only a dream that Theresa Bouchard, Owner/Designer at TS Staging and Design, never thought would become a reality. Theresa recalls the spark that brought TS Staging and Design to life, "I received a phone call from a dear friend who knew of my interest in this field and provided me with information on a professional home staging certification program. She believed this was my chance to fulfil my dream. I immediately contacted my neighbor and friend, Stephanie Eklund, Business Partner and Designer at TS Staging and Design, whom also had the same dream, and without hesitation, we both agreed to get this started"! Soon after the launch, the team grew to three! Amber Bouchard, Staging and Design Specialist at TS Staging and Design, started in mid 2021. Together, TS Staging and Design produces unique and cozy spaces that create an unforgettable first impression with buyers. Their goal is to invoke an emotional connection between buyer and home in order to generate the highest offers for their clients.



"Theresa (middle), Stephanie (right) and Amber (left) are a close team who are very personable and enjoy building strong professional relationships with their clients. They are passionate about what they do and it shows in their work!

During their down-time, they enjoy their families and designing their own homes. They are all dog lovers and enjoy a nice bottle of Prosecco at the end of a long day! And, of course, they love to shop! 😊

Our Staging Services



OCCUPIED HOME STAGING CONSULTATION

This service provides our clients with an actionable, detailed home assessment report created by a certified home staging designer. The report includes the following:

- De-clutter and organization recommendations
- A list of items in the home that should be removed/stored or remain
- Instructions for client on where to strategically place furniture, table décor, artwork, etc., to create buyer appeal
- Recommendations for minor renovations/repair such as flooring, painting, lighting, etc.
- Suggestions for items to purchase to enhance the overall look of the home
- Curb appeal recommendations

*TS Staging and Design does not offer inventory items for occupied homes.

However, there are exceptions should the client be away from the home for a period of time. This is evaluated on a case by case basis.

VACANT HOME STAGING

This service provides our clients with a home assessment conducted by a certified home staging designer. The purpose of the home assessment is to gain a feel of the home's aesthetic and flow, the location, and the overall first impression. In addition, it allows the designer to assess if further recommendations are needed such as repairs, lighting fixtures, paint, etc., before staging occurs and home is listed.

This assessment will allow the designer to begin design planning to ensure the proper furnishings are selected. Selecting the appropriate furnishings for a home is key to grabbing multiple buyers' attention through viewing the professional photos on-line or during a showing. A first impression is the only impression!

The designer will listen to the client's needs and wants while providing their expert advice to ensure the property is showcased at its best!

The Process

01 BOOK A HOME ASSESSMENT

The home assessment is where we meet to assess the home whether occupied or vacant. For occupied, an actionable, detailed report is created and provided to the client. For vacant, the designer will assess the home and begin your home's design story. A proposal with pricing will be submitted to the client.

02 REVIEW & SET STAGING DATE

Review and accept proposal, set staging date and pay 50% of total stage to start the project and secure your staging date.

03 DESIGN PLANNING BEGINS

Here's where the magic happens! We pull or purchase the perfect items to tell your home's design story- planning each room's layout for install day down to every detail.

04 INSTALL DAY

The home is "stage ready" and our movers and designers get to work on the spaces we agreed upon. The remaining staging cost is paid in full.

05 DE-STAGE DAY

Once client gives us the go-ahead, we return to the home to remove our furnishings.



COMMUNICATION

CONTACT DETAILS

207.400.9393

tsstaginganddesign@gmail.com

Southern to Central Counties in
Maine

OFFICE HOURS

M - Sat 8:00am - 6:00pm EST

WEBSITE

www.tsstaginganddesign.com

SOCIAL MEDIA

FB - @tsstaginganddesign

IG - @tsstaging

Broker Open House Sponsorship



As a realtor, it is imperative to get your listings out to your fellow brokers! Use TS Staging and Design to stage your listings, then allow us to further our creative talents by sponsoring broker open houses to your liking!

- ✓ Wine, Specialty Cheese and Crackers
- ✓ Coffee and Specialty Bakery Goods
- ✓ Seasonal Themed
- ✓ Holiday Themed

Any other ideas? Let's hear them!

Note: Realtors must coordinate dates and times with TS Staging and Design and we will accommodate as best as we can!

Design Services

Attention Buyer's Agents!



TS Staging and Design offers design services!

Did your buyer's love the staging in the home they just purchased? Well, we can duplicate the look or help them curate designs specific to your vision. From picking out paint colors, furniture, decor, artwork, all of it! We got them covered!

Call us to learn about the process and pricing!



Professional Vendor List



Whether you use TS Staging and Design for staging services or design services, we have access to a long list of vetted professional vendors in all trades such as:

- ✓ Electricians
- ✓ Plumbers
- ✓ Painters
- ✓ Carpenters
- ✓ Landscapers
- ✓ Handymen

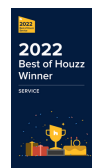
If we don't have a specific trade to meet your needs, we will find a reputable one for you!

Why Choose Us



It's time to toot our own horn....

- ✓ Each team member at TS Staging and Design is certified as a professional home stager from Home Staging Resource, a recognized company by Real Estate Staging Association (RESA)® as an Accredited Training Provider. www.homestagingresource.com
- ✓ We are an award winning staging company recognized as the **Best of the Best** in home staging in January, February, April and September of 2022 and 1st and 3rd Quarters in 2023 from the Home Staging Resource. Each month, thousands of entries are submitted and four judges review and select the winner! Our winning work and stories are reflected in articles and blogs on the National Association of Realtors. ® www.nar.realtor.com
- ✓ We were awarded best service in 2022 by Houzz.com!
- ✓ TS Staging and Design thrives on designing a home to tell a story. We use our creative talents to enhance the features of a home while adding elements that will be appealing to buyers. We are members of RESA which allows us to keep up-to-date on the latest trends so we can ensure your home is furnished with up-to-date quality items. We factor in the the aesthetics and location of the home so the furnishings coincide perfectly with each space. We LOVE what we do and it shows in our staging designs! Buyers have often asked to purchase the home with everything in it! That is a huge compliment and speaks volumes to our work!



4 x winners in 2022

2 x winners in 2023

Pricing Packages

OCCUPIED HOME STAGING CONSULTATION PRICING

The home assessment and actionable, detailed staging report is **\$300**.

TS Staging and Design also offers pre-paid packages:

- 5 pre-paid certificates - \$1425 (\$75 discount)
- 10 pre-paid certificates - \$2850 (\$150 discount)

VACANT HOME STAGING PRICING*

TS Staging and Design recognizes that homes come in all shapes, sizes and in various locations. To offer price points for all our clients, we created "starting at" pricing packages. From a small-scale countryside home to large-scale ocean front property, we have a price point to service every client's need. The "starting at" price allows TS Staging and Design to be flexible when working with the client.

The pricing packages are split into 4 categories: Quaint, Lifestyle, Lux and Deluxe. Price packages are based on the square footage of the home and its location.

QUAINT

under 1200 square feet - Small-scale home

LIFESTYLE

1200 to 2500 square feet - Moderate single family home

LUX

1200 to 3800 square feet - High-end home in a prime location

DELUXE

3800 to 5000 square feet - High-end home in a prime location

**Vacant Staging Pricing Packages to follow*



The QUAINT

Small-scale homes can be challenging to sell. It is important to showcase a room with the proper scale of furnishings so the buyer can visualize their own items in the home. Classic, on-trend furnishings, modern accessories and plush textiles will tell the story for home buyers to remember your home.

The Home Assessment fee is \$200 but will be waived if the proposal is accepted and a staging date is scheduled. Otherwise, \$200 will be invoiced.

"STARTING AT" TOTAL INVESTMENT* = \$2,500

ESTIMATED MONTHLY RENEWAL FEE = \$1600

Mover fees will be added if applicable

AREAS TO BE TRANSFORMED:

- Living Room
- Dining Room
- Kitchen
- Primary Bedroom
- Primary Bathroom
- Main Bathroom
- Entry

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

*If additional rooms are requested to be staged or some rooms are requested not to be staged, the price will be adjusted accordingly.



Your home needs to stand out in the Maine real estate market and buyers in this price point have many choices. Classic, mid-scale, on-trend furnishings, modern accessories and plush textiles will tell the story for home buyers in the Maine area to remember your home.

The Home Assessment fee is \$200 but will be waived if the proposal is accepted and a staging date is scheduled. Otherwise, \$200 will be invoiced.

"STARTING AT" TOTAL INVESTMENT* = \$3,500

ESTIMATED MONTHLY RENEWAL FEE = \$2,000

Mover fees will be added if applicable

AREAS TO BE TRANSFORMED:

- Living Room
- Formal Dining Room
- Kitchen
- Primary Bedroom
- Primary Bathroom
- Main Bathroom
- Entry
- Office or Nook (your choice)

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

*If additional rooms are requested to be staged or some rooms are requested not to be staged, the price will be adjusted accordingly.



The LUX

If your home is towards the top of the Maine real estate market, we follow the same standards for our staged Deluxe properties. Curated art, large-scale, on-trend furnishings and plush textiles will tell the story for the more discerning home buyers in the Maine area.

The Home Assessment fee is \$200 but will be waived if the proposal is accepted and a staging date is scheduled. Otherwise, \$200 will be invoiced.

"STARTING AT" TOTAL INVESTMENT* = \$4,500

ESTIMATED MONTHLY RENEWAL FEE = \$2,400

Mover fees will be added if applicable

AREAS TO BE TRANSFORMED:

- Living Room
- Formal Dining Room
- Kitchen
- Primary Bedroom
- Primary Bathroom
- Main Bathroom
- Entry
- Office
- Nook (extra dining in kitchen)

STAGING SERVICE INCLUDES:

- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

*If additional rooms are requested to be staged or some rooms are requested not to be staged, the price will be adjusted accordingly.



The DELUXE

If your home is at the very high-end in the Maine real estate market, then buyers looking in this price point have an elevated expectation and are willing to pay for it. Custom art, large-scale, on-trend furnishings and plush textiles will tell the story for the most discerning of home buyers in the Maine area.

The Home Assessment fee is \$200 but will be waived if the proposal is accepted and a staging date is scheduled. Otherwise, \$200 will be invoiced.

"STARTING AT" TOTAL INVESTMENT* = \$5,500

ESTIMATED MONTHLY RENEWAL FEE = \$3,000

Mover fees will be added if applicable

AREAS TO BE TRANSFORMED:

- Living Room
- Formal Dining Room
- Kitchen
- Primary Bedroom
- Primary Bathroom
- Main Bathroom
- Entry
- Office
- Nook (extra dining in kitchen)

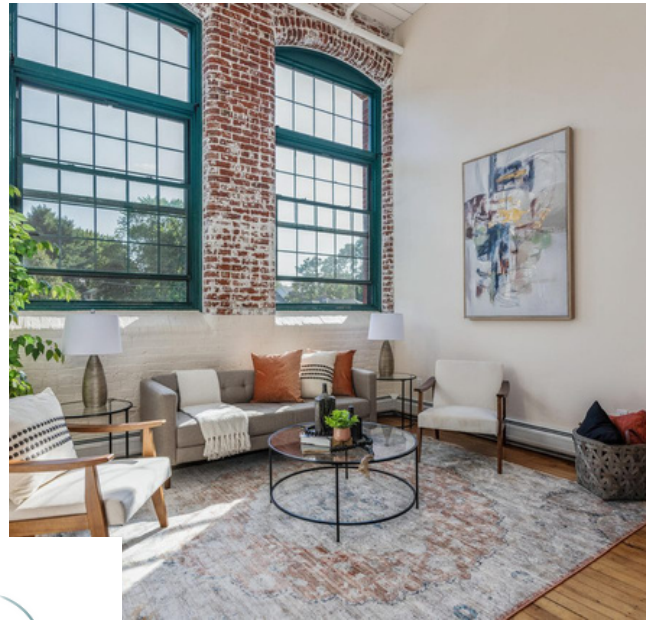
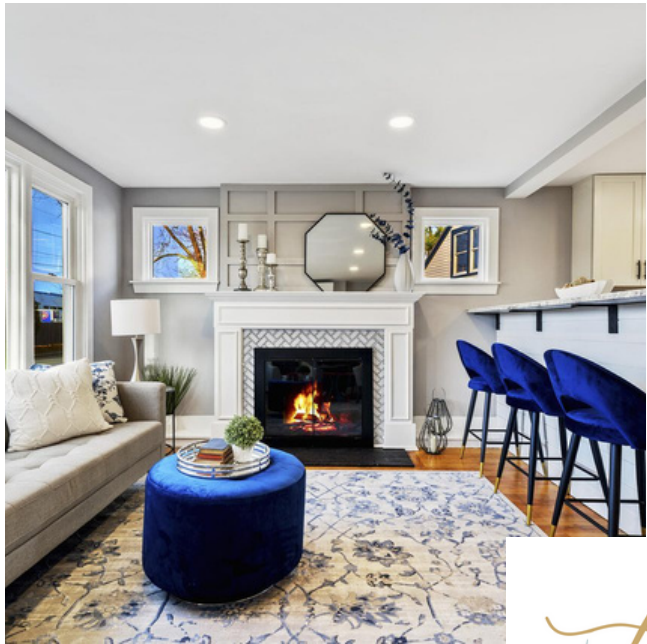
STAGING SERVICE INCLUDES:

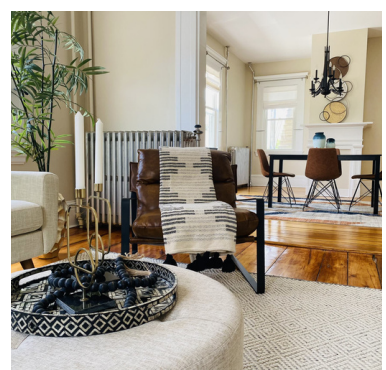
- Home Assessment
- Staging Design
- Selection of Furnishings
- Packing and Loading
- Furnishing Delivery
- Staging Design Installation
- Includes furniture, artwork and accessory rental for 30 days
- De-Staging

*If additional rooms are requested to be staged or some rooms are requested not to be staged, the price will be adjusted accordingly.

Some of our Work

Here is just a glimpse of some of TS Staging and Design's work. Many more pictures can be found on our website at www.tsstaginganddesign.com





Staging Statistics

According to 2023 Real Estate Staging Association Statistics:



- ✓ Faster sales: 73% less time on the market
- ✓ Increased selling price: staged homes sell for \$40K over asking on average
- ✓ Higher buyer appeal: 82% stronger connection
- ✓ Positive first impression: 7-10 seconds to create a connection

According to the National Association of Realtors®:


- ✓ 82% of buyers' agents said staging made it easier for a buyer to visualize the property as a future home
- ✓ Agents say TV shows depicting the homebuying process have impacted their business so staging a home is essential
- ✓ 23% of buyers' agents said that home staging raised the dollar value offered between 1% to 5%, compared to similar homes on the market that hadn't been staged

TS Staging and Design Statistics from 2023

- ✓ Out of 61 homes staged, 28 sold over asking by \$3,000 to \$575,000 (and that is not a typo!).
- ✓ 6 homes that were listed un-staged sat on the market for a month. Once staged, all 6 homes sold within a week and for over asking price.
- ✓ Out of 61 homes staged, 10 buyers asked to purchase the home with all staging items. This proves that buyers need to see the home with items in it to make that emotional connection!

Let's Get Started!

Call or email us today to schedule a home staging assessment!

 207.400.9393

 tsstaginganddesign@gmail.com

Check out our website at:

 www.tsstaginganddesign.com

Follow and like us on social media at:

 @tsstaginganddesign

 @tsstaging



STAGING & DESIGN

TS Staging and Design hopes this Home Staging Investment Guide is helpful and answers many of your questions. We are excited to help you through your selling process while incorporating staging! You will be pleased with the outcome!

Theresa ~ Stephanie ~ Amber



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