



Set the Stage Arizona



"Interior Design... with the buyer in mind"

Dear Mr. & Mrs. Jones,

Thank you for the opportunity to view your property at (ADDRESS) in Mesa, Arizona. I wanted to provide you with some of the benefits of staging your house for sale in order to help you make an informed decision regarding professional home staging.

Research has shown that staged homes sell **50% FASTER** and with a sales price of **6.9% MORE** than similar non-staged homes. The philosophy is similar to the model homes shown by builders. Staged homes also look better than your competition; therefore agents are more likely to show your house to clients. Staged homes are viewed by potential home buyers as having been well maintained and appraisers are more likely to appraise a staged home at full value. In today's market many people are looking at price reductions. Home staging is an alternative to reducing your price. An investment in home staging is much cheaper than your next price reduction. I would love the opportunity to help stage your home to sell!

Based on your budget for Staging[®], we can add furnishings and décor that will enhance the primary rooms of the home giving it a moderately furnished look. Buyers will be able to appreciate the spaciousness of the house and the architectural features without having it over decorated. At Set the Stage Arizona, our goal is to provide an elegant presentation of the house at an affordable price.

If you have any questions once reviewing this proposal, please call me at 480-748-1998.

I look forward to working with you.

Best regards,
Deborah Davis, ASP, Realtor



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Proposal for Professional Home Staging® & Design Services

HANDS-ON STAGING ESTIMATE:

Set the Stage Arizona will use the services of one trained Accredited Staging® Professional™ (ASP™) for this job. I will provide hands-on staging for the house and need approximately five to seven days to complete the job. This includes shopping, loading, unloading, hands-on staging, use of home inventory items for 3 months and de-staging of the property once it sells. This price is based on Set the Stage Arizona doing all of the work including the hiring of a professional moving company to load and unload large furniture items if needed.

Hands on Staging Investment: \$ _____

ACCESSORY & DECOR RENTAL:

For this job, furniture, accessories and décor are provided by Set the Stage Arizona. Items provided may include lamps, books, pictures/art, fabric, ledge greenery, area rugs, bedding, towels, counter décor, candles, and trees to add warmth and appeal. We will create buyer appeal in the home without over-decorating, so that buyers will focus on the floor plan, while still experiencing inviting emotional appeal.

Accessory Rental: N/A during the first 3 months

FURNITURE RENTAL:

For this job, furniture will be provided by Set the Stage Arizona.

Furniture Rental: N/A during the first 3 months

STAGEDHOMES.COM WEBSITE:

Once the home is staged to sell it will be added to the stagedhomes.com website. This site gets approximately 6000 hits per day. On this site the home will be listed under staged properties for sale with pictures, detailed information about the property, and the listing agent's contact information. A stagedhome.com sign rider is also available to direct potential buyers to view the inside of the home. This service is included in the total staging investment cost.

TOTAL STAGING INVESTMENT: \$ _____

PROMOTIONAL INCENTIVES:

This staging investment is a promotional incentive that includes 3 months of FREE furniture & accessory rental.

We will discuss furniture & accessory rental prior to the fourth month, if the home has not sold.

PAYMENT:

It is the professional policy of Set the Stage Arizona to be paid at or before the time of service. We accept cash, check, or credit card payments prior to installation of staging items. A credit card authorization form will be available for use.

If you choose to hire me, my **target date for beginning the installation would be (DATE).**

If you have any questions, please feel free to call me at 480-748-1998 or at 480-807-2608. I look forward to getting your home Staged to Sell!



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Agreement for Professional Home Staging® & Design Services

This agreement for professional home staging will be effective (DATE) by and between _____ and Set the Stage Arizona. In this Agreement, the party who is contracting to receive the services shall be referred to as "Client", and the party who will be providing the services shall be referred to as "Set the Stage Arizona."

1. **DESCRIPTION OF SERVICES.** Beginning on (DATE), Set the Stage Arizona will provide the services per consultation/proposal.
2. **PAYMENT FOR SERVICES.** "Client" will pay compensation to Set the Stage Arizona in the amount of (\$) for installation of staging inventory and 3 months of furniture rental. The total invoice amount is due and payable prior to the beginning of staging work. If for any reason the house is removed from active listing for sale, Set the Stage Arizona will remove inventory from the home. Home staging fees will not be prorated if the home sells prior to the 3 months of free furniture & accessory rental.
3. **TERM/TERMINATION.** This agreement may be terminated by either party upon 7 days written notice to the other party.
4. **INVENTORY RIDER.** Set the Stage Arizona requires a 14 day prior notice to remove inventory.
5. **ENTIRE AGREEMENT.** This Agreement contains the entire agreement of the parties, and there are no other promises or conditions in any other agreement whether oral or written.
6. **SELLER/CLIENT AGREES TO THE FOLLOWING CONDITIONS:**
 - a) Seller/Client will provide access/key to the home to Deborah Davis of Set the Stage Arizona for the duration of the staging contract or until the home sells, whichever comes first. The staging contract is from (DATE) through (DATE).
 - b) Inventory installed in the home by Set the Stage Arizona representatives will not be moved or removed by any parties.
 - c) Seller/Client agrees to refrain from any pest treatment while staging items are in the house.
 - d) Seller/Client will not conduct painting or other house repairs while inventory is installed that could damage or soil installed items while listing is in an active status.
 - e) Seller/Client gives Set the Stage Arizona permission to hang artwork on the walls.
 - f) Seller/Client agrees that window treatments from Set the Stage Arizona may be used, but do not convey with the sale of the home. Realtor must document in the Multiple Listing Service.
7. **APPLICABLE LAW.** This Agreement shall be governed by the laws of Arizona.
8. **INSURANCE.** Set the Stage Arizona is insured by State Farm Insurance.

PARTY CONTRACTING SERVICES:

Signature: _____ Date: _____

SERVICE PROVIDER: Set the Stage Arizona, Independent Contractor

Signature: _____ Date: _____



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Estimated Inventory for Professional Home Staging® & Design Services

IMPRESSIONS OF THE HOUSE:

My first impression of the house is WOW! I love the open floor plan and the many windows that provide such great light. I would focus the staging on the family room, dining area, big open kitchen and the bathrooms. I would also like to cozy up the back patio area. I would go with an Italian villa theme using the colors of red, gold, brown, and blue.

My goal is to provide you with as much detail as possible as to what I would do to enhance the appearance of your house to potential buyers.

Below is a list of inventory items I would use in each room. Set the Stage Arizona reserves the right to substitute planned inventory as needed based on inventory in stock. We assure you that the substitution of any inventory will not compromise the final outcome of the Staging work.

Entry:

- 1 Welcome Mat
- 1 Coat Rack
- 2 Hats
- 1 Topiary

Family Room:

- 1 Loveseat
- 1 Chair
- 3 Throw Pillows
- 1 Coffee Table
- 2 End Tables
- 2 Lamps
- 1 Rug
- 3 Pictures
- 2-3 Plants
- 1 Ficus Tree
- 2 Curtains/2 Rods
- Misc. décor and soft accessories

Kitchen:

- 1 Rug
- 2-3 Plants
- 1 Canister Set
- 3 Kitchen Towels
- 1 Cookbook
- 2-3 Bowls
- 1 Roster
- 1 Cutting board
- 2 Wine Glasses/1 Bottle of Wine
- 1 BISTRO Sign
- 1 Curtain/1 Rod
- Misc. décor and soft accessories



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Dining Room:

- 1 Picture
- 1 Table
- 4 Chairs
- 1 Ficus Tree
- 4 Place Settings w/Placemats, Glasses, Napkins
- 1 Centerpiece
- 1 Curtain/1 Rod
- Misc. décor and soft accessories

Comments: I would also suggest a pretty chandelier over the dining table. They can be purchased at Home Depot or Lowes for a cost of \$100-\$150. I would be happy to make a recommendation.

Master Bedroom:

- 2 Curtains/2 Curtain Rods

Bathroom:

- 1 Shower Curtain
- 1 Shower Rod
- 1 Box of Curtain Rings
- 1 Picture
- 1 Towel Set
- 1 Topiary w/Ribbon
- 1 Rug
- Misc. décor and soft accessories

Master Bathroom:

- 1 Shower Curtain
- 1 Shower Rod
- 1 Box of Curtain Rings
- 1-2 Pictures
- 2 Towel Sets
- 1 Topiary w/Ribbon
- 2 Rugs
- 3 Candle Sticks & 3 Candles
- 1 Curtain/1 Rod
- Greenery
- Misc. décor and soft accessories

Closets:

- Games
- Blankets

Laundry Room:

- Detergent
- Starch
- Folded Towels
- Decorative Boxes/Baskets

Patio/Backyard:

I would be happy to trim the bushes, clean up the patio and add a few outdoor elements like a bench, a few pots and maybe a wind chime. I like the birdbaths that were there. If I can get one, I will add it.