



RESIDENTIAL & BUSINESS INTERIORS | FURNITURE DESIGN | COLOR & ART CONSULTING

## INVISION DESIGN PARTNERS, LLC

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*In our first visit with you we LISTEN to your needs and wants for the project. Only then, we propose ways to accomplish them. Please call or email, we will respond promptly.*

### **MAXIMIZING PROFIT FROM THE SALE OF YOUR PROPERTY**

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First published in INVISIONS, Vol. 13, August 2012

Did you know that proper staging can help sell a house faster and at a higher price in comparison to non-staged homes?

INTERIOR STAGING is the art of preparing a property for sale by maximizing its appeal to the broadest range of potential buyers and creating immediate interest for purchase.

As most people naturally strive to personalize their homes with meaningful decorations, artifacts and specific aesthetic tastes, Interior Staging on the other hand, aims at creating an impersonalized space that would make it possible for others to imagine themselves living there and making it their own. Some of the actions necessary for achieving this goal include the use of neutral colors and the de-cluttering of living spaces. When possible, the owner's own furniture and accessories are rearranged for greater advantage and impact. On occasion, however, these types of items are brought in on a temporary basis to maximize the marketability of the home.

A property seller would greatly benefit from accepting the fact that they must "let go" of their own personal taste in interior design in return for the creation of a neutral, warm and welcoming interior style that appeals to others, a practice that could bring a higher profit and the possibility for a speedy sale of the property. Professional staging is undoubtedly the best strategy for achieving this goal.

The cost of Staging is often less than the first price reduction on an un-staged home. [Read our FAQ](#) to learn how to maximize the profit on the sale of your property.

*Images from our Interior Staging Gallery: Before (L) & After (R). Private homes in Pittsford, Rochester and Brighton, New York*

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