

# 8 HR. HOME STAGING & MAKE-READY #34107

Provider: TEXAS ASSOCIATION OF REALTORS

Instructor: ABBY VASEK #1346

1. What are the 3 Phases of the Make-Ready Process? \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_.
2. What two things keep a home from selling? \_\_\_\_\_ & \_\_\_\_\_.
3. Home staging reduces \_\_\_\_\_ and attracts \_\_\_\_\_ by presenting an inviting, move-in ready space that emphasizes \_\_\_\_\_ and the \_\_\_\_\_ of the home.
4. Lengthy DOM = \_\_\_\_\_.
5. Buyers judge a home base of \_\_\_\_\_. This happens in under \_\_\_\_\_ minutes. (RESA)
6. The 3 essential goals of Home Staging (the bare minimum requirements)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
7. What is my STAGING STRATEGY? \_\_\_\_\_
8. What is my FOCUS? (we should spend our time & money on this)  
\_\_\_\_\_
9. NAME A FEW COMMON OBJECTIONS:

## “CAN I SELL IT AS-IS & OFFER PRICE CONCESSIONS?!”

10. Only \_\_\_\_\_% can visualize the \_\_\_\_\_ of a home. (NAR)
11. Over \_\_\_\_\_% of Buyers find it easier to visualize the property as their future home when it is \_\_\_\_\_. (NAR)
12. Almost a third of buyers will overlook property \_\_\_\_\_ when the property is staged. (NAR)
13. \_\_\_\_\_% of all expired listings are \_\_\_\_\_. (NAR)
14. An \_\_\_\_\_ in home staging is always \_\_\_\_\_ than the \_\_\_\_\_ . (Barb Schwarz “Mother of Home Staging”)

15. IS THIS IMPROVEMENT WORTHWILE?

- a. Does it \_\_\_\_\_ the property?
- b. Does it insinuate \_\_\_\_\_?
- c. Does it \_\_\_\_\_ anyone?
- d. Do other homes in your \_\_\_\_\_ have this \_\_\_\_\_ or feature?

16. R.O.I. #1 Home Improvement Rule of Thumb: My \_\_\_\_\_ need to be \_\_\_\_\_ with my price point.

17. What is the STYLE objective of staging? \_\_\_\_\_.

18. What elements create visual BALANCE?

19. What are some phrases I can use when critiquing my client's home?

20. List some staging services you could use in your real estate business:

21. What is the average price for an occupied home staging evaluation and report?

22. What 4 areas do I need to focus on to improve the EXTERIOR?

---

---

---

---

23. What are 6 high-impact INTERIOR home improvements?

---

---

---

---

---

---

24. I only need \_\_\_\_\_ paint colors when painting the inside?

25. Where to stop & start paint lines:

26. What are the best wall paint colors and finishes to use?

27. The 5 things are included in a MINOR KITCHEN REMODEL? AVERAGE COST: \_\_\_\_\_

---

---

---

---

---

28. What are some alternatives to granite countertops?

29. List the flooring materials in order of cost:

---

---

---

---

---

---

30. What are the 3 types of lighting in a home?

31. What type of light bulb brightens my listings the BEST?

32. What is the formula for calculating the number of recessed can lights needed?

33. What is the formula for creating a bold, beautiful bed?

34. I need to use large scale rugs because I'm selling \_\_\_\_\_.

**“DON'T REDUCE THE PRICE, INCREASE THE DEMAND!”**

**“YOUR FINISHES NEED TO BE COMPETITIVE WITH YOUR PRICE POINT.”**

**“REMOVE OBJECTIONS FIRST, ENHANCE FOCAL POINTS & FEATURES SECOND.”**

**“AN INVESTMENT IN HOME STAGING IS ALWAYS LESS THAN THE 1<sup>ST</sup> PRICE REDUCTION.”**