

# ATWELL STAGED HOME



## AtWell Staged Home's Mission:

### Increase Your Home's Resale Value and Speed Up the Selling Process

Home staging expert Susan Atwell of **A Well Staged Home** first began showcasing homes for friends and family as a hobby.

After just a few home stagings, and with such great results to her credit, what began as a leisurely sideline quickly evolved into an emerging business with rich potential for the homeowners for which she had consulted.

**"Selling a home is more than just a number's game," says company president Susan Atwell. "There's a creative aspect to selling a home that goes beyond list price."**

For Susan, this creativity is based on careful consideration of: your home's style, look, and feel, your budget and time line, the value of comparable homes in the neighborhood and potential target buyers.

The art of home staging begins with a 2-hour consultation. Susan walks through your home with the critical eye of a potential home buyer. She proposes design and decorating modifications that are unique to the rooms in your home — beginning to transform your living space into a highly desirable entity.

Following the consultation, you will know exactly what's needed to prepare your home for sale. You decide what work you want Susan to handle and what you'd like to do yourself.

### A Well Staged Home Success Stories

Condo – vacant and sitting on the market for 5 months – sold just one week after staging was completed. A team effort by the homeowners, who implemented cost effective recommendations and **A Well Staged Home**, who decorated this unit to sell.

House lingered on the market for 9 months as the real estate market transitioned from a seller's to a buyer's market. For less than 1% of the list price, Susan modernized every aspect of a 40-year-old home being sold by the original owner. After staging, it sold in just 2 months for \$535K (only \$5K under asking) with 3 offers and the beginnings of a bidding war.

Condo listed for \$185K, received 3 offers from \$185K to \$192K, and sold in the first week. As a product of Susan's staging, the first impression from all buyers was that the condo was unique and stood out from the other units with identical floor plans.

### So what can A Well Staged Home do for you?

- Create an environment for potential home buyers to fall in love with your home.
- Improve the flow of your home by addressing the placement of furniture and wall art.
- Source rental furniture and accessories for vacant homes.
- Eliminate clutter, enhance the sparkle of a clean home, arrange painting and repairs.
- Create a WOW factor in every room to showcase the best features of your home.

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### Home Staging Services in:

#### New York

- Westchester County
- Putnam County
- Rockland County
- Orange County
- Lower Dutchess County

#### Connecticut

- Fairfield County



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## Is your home already on the market?

It's never too late to stage. Staging can fix the things a price reduction can't. **A Well Staged Home** encourages home sellers to first consider the low cost of staging over the high cost of a price reduction.

## What Clients Say About A Well Staged Home

"Susan provided my home with a fresh look and perspective on how the house should appear to make it attractive to potential buyers. Her plan was well designed and executed with ease and minimal expense. The outcome was making the house appear more spacious, cheery and bright, with updates that made it more in common with current decorative schemes. Without Susan, my house would still be on the market today." (Joe M., Bardonia, NY)

"I've worked with Susan three times – first for a bathroom renovation in my prior home; then to stage that home for sale; and most recently, to decorate and renovate the house I moved into. Susan's attention to detail made a handyman special into an inviting home that reflected my personality. As for my prior home, Susan's staging expertise moved that property within the first listing week and at a price higher than asking. You can't beat those results. I'd recommend Susan to anyone looking to sell or just upgrade their home." (Larry G., Danbury CT)



Staging with rental furniture and accessories makes this space inviting, comfortable and warm. It is money well spent to help buyers connect emotionally to a home. Homes sell faster when furnished, and this one took just five days.

Hidden in this kitchen are the features homebuyers' desire most. Staging reveals all these elements. Paint frames the large bay window, cabinets are polished to show their warmth, and the grout is given a thorough cleaning. After 14 months on the market, this home sells just 4 days after staging is complete.



Quick, easy, and inexpensive changes update this bath. All it takes is a stylish light fixture, fresh towels, and a bold arrangement. A stainless-steel soap dispenser even makes the existing faucet appear new. This is what staging is all about – small changes that make a big impact.



Susan Atwell, home staging expert and President of **A Well Staged Home**, is passionate about staging homes to sell quickly and for top dollar. Contact Susan for more information or to schedule an appointment.

Sign up for our free e-newsletter at [StageEveryListing.com](http://StageEveryListing.com) for home staging and decorating tips. Designed for real estate professionals, home owners, or anyone who enjoys interior decorating.

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