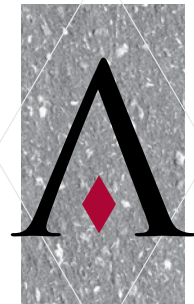


CHANGE AN OPEN HOUSE INTO A BIDDING WAR.

A Staging Expert transforms shoppers into buyers.



AERIA DESIGN

HOME STAGING
AND INTERIOR
CONSULTATION



WHAT IS A STAGING EXPERT?

A Staging Expert combines the skills of an interior designer, home remodeler, real estate salesperson and theatrical set decorator. A Staging Expert is a professional working for you, to get your home ready to move in a market that is sluggish for everyone else.

A Staging Expert makes things happen FAST, because every day the home remains unsold will cost you money. A home is transformed by staging in just a few days, into a powerful visual sales story that can change an open house into a bidding war.

A Staging Expert makes things happen ECONOMICALLY. It costs far less than the first price reduction and cuts time on the market that takes a bite out of equity, month after month. A Staging Expert gives you the biggest bang for the buck, choosing only improvements that make the most powerful visual impact while keeping a tight rein on your overall budget.

A STAGING EXPERT KNOWS WHAT SELLS.

Staging is all about removing clutter and choosing exactly the right accessories, colors, lighting, surfaces and window treatments to define the spaces and visually sell, sell, sell. A well-staged home feels “open” and welcoming. There is no trace of the current owner, so that potential buyers can imagine themselves living there. When a home is properly staged, potential buyers instantly see the full value and every positive detail. Shortcomings are minimized or transformed into positives.

Every home is unique and must become its own visual sales story. A home Staging Expert can instantly see the strengths of each home and chooses a visual strategy that emphasizes those strengths.

A STAGING EXPERT TAKES THE BURDEN OFF YOU.

What a mess! How will we get this ready to sell? Where do we begin?

The fastest way to get your home sale-ready is with a phone call to Aeria Design. After a tour and photo-survey of the home you are selling, Aeria Design will create a room-by-room staging plan for optimum sales impact within your given budget. After that, it's high-speed transformation. Aeria Design employs top-notch contractors, makes only necessary purchases and uses their own rental inventory. For most homes, the transformation happens in ten days or less. Then Aeria Design works with your realtor to create new photography and plan a schedule of open houses, ads and marketing to push your home to the top of the pack. For most homes, you go from, “What a mess!” to “Wow, another offer!” in half the time of un-staged homes.



A great kitchen is challenging to stage, but can sell a home faster than any other area.

A STAGING EXPERT KNOWS THE IMPORTANCE OF GOOD PHOTOGRAPHY.

Almost every home sale begins electronically. Buyers shop on-line before they climb in the car. Does YOUR home look wonderful in web shots? A staging expert knows how to make the photos of your home irresistible. When dozens of people start bookmarking images from the home you are selling, your sale is assured.



Every object in a well-staged living space emphasizes the strengths of the architecture. You feel at home here.

- Do you make a big payment every month and need to put a stop to it? Time is your enemy. Aeria Design can help you cut time on the market.
- Are you a Realtor looking to accelerate your rate of sales? Offer Aeria Design as a service to your clients. Aeria Design will help you sell homes fast and for top dollar.
- Is your house on the market and vacant? Aeria Design is ready to turn any blank canvas into a finished work of art.



Contact Lisa Chamberlain at Aeria Design to begin the process of transforming your home from ordinary to irresistible!



Aeria Design

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Tel 616.490.9815

Email lisa@aeriahomedesign.com

www.aeriahomedesign.com